

Timothy Wong

EXPERIENCE

Amazon

2019 - 2026

Product Designer

Owned design for strategic payment initiatives across U.S. and EU9 marketplaces, launching localized payment methods and healthcare payment experiences while influencing VP/SVP decision-making through executive product narratives.

Launched Custom Quote Engine (CQE) for Amazon Business, designing a self-service quoting platform used by 440K+ customers that automated seller matching and quote comparison. Led to \$14.4M revenue with 51% conversion while reducing manual associate workload.

Defined UX strategy for a VP-sponsored EU5 Basket consolidation initiative, optimizing the end-to-end shopping journey from Search to Product Detail Pages and basket-building awareness, driving \$120M incremental GMS (2021–2023).

Drove Amazon Beauty growth by launching a personalized skincare diagnostic and routine-builder that generated +\$7.8M annualized revenue (US/JP) and secured Lancôme authorization to sell on Amazon, mitigating gray-market brand risks.

Deloitte Digital

2016 - 2019

Product Designer

Led end-to-end product design for B2B and consumer products spanning entertainment, healthcare, enterprise, loyalty, and retail

Facilitated executive discovery workshops to align on problem framing, strategic priorities, and opportunity areas.

Directed international field research across three countries, translating insights into scalable design principles and product direction.

Microsoft

2015 - 2016

Product Designer

Led UX for two business intelligence and data visualization platforms, shaping cohesive interaction models and end-to-end analytical workflows across products.

Defined and evolved the interaction model for Windows Store Insights, delivering custom reporting experiences for internal teams and external partners.

Built and governed a scalable UX component library, establishing reusable interaction patterns and production-ready specifications that accelerated delivery and improved consistency across the platform.

EDUCATION

University of Washington

Master of Human-Computer Interaction and Design

University of California, Berkeley

B.S. Business Administration

B.A. Music

ETCETERA

Tools

Figma, Framer, Adobe Creative Suite, HTML5/CSS3, Kiro/Cline (AI-assisted prototyping)

Expertise

UX Strategy, interaction & service design, design systems, e-commerce & payments UX, data visualization, cross-functional leadership, executive communication, behavior-driven design

Interests

Bebop and cool jazz, coffee, motorcycle enthusiast, snow sports, hiking