

JILLEY WAITS

Principal UX Designer | Product Design, Visual Design & AI-Integrated Experiences
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PROFESSIONAL SUMMARY

I am a UX Design leader with over a decade of experience shaping design strategy and vision for high-visibility products at Oracle, Amazon, & Microsoft. I take ambiguous problems, frame them clearly, and turn that clarity into experiences that scale. Increasingly, I lean on AI-powered tools to design and ship products faster without sacrificing quality. I work closely with cross-functional teams, pairing hands-on craft with the storytelling it takes to align stakeholders around a shared direction.

WORK EXPERIENCE

Principal UX Designer | Oracle Design

January 2021 – Present

- Own the design strategy for redwood.oracle.com, the definitive resource for teams adopting Oracle's Redwood design system; led user research, journey mapping, and information architecture that improved Redwood adoption, streamlined documentation, and reduced time to find information.
- Pioneer generative AI features and independently designed and built a conversational AI proof of concept using Codex that delivers contextual guidance and scales automatically.
- Manage cross-functional alignment across engineering, content, and leadership teams, presenting design decisions to executive stakeholders and using storytelling to influence product roadmap and direction.

Senior UX Designer | Redwood Brand Experience

November 2019 – January 2021

- Served as senior UX designer on a cross-functional team redesigning oracle.com, one of the company's highest-visibility digital properties, leading interaction and visual design for high-profile initiatives including the homepage redesign, campaign page templates, and customer success stories.
- Helped lead the end-to-end redesign of Oracle Cloud Customer Connect, refreshing the community's visual design to align with the new Redwood design system while migrating its infrastructure to a new platform with zero disruption to the community or its content.

UX Visual Designer | Amazon FireTV

September 2018 – November 2019

- Design a ground-up visual redesign of Fire TV, challenging the streaming industry's dark, grid-based conventions with a more vibrant visual language and varied art sizes for a more dynamic discovery experience.
- Designed the Fire TV screensaver's introduction of promotional content, using A/B testing to validate sequence and timing models, opening a new monetization surface without compromising user trust.
- Led a Feature Rotator engagement experiment, redesigning the interface to give users a peek at other featured content slots instead of just the first; validated through user testing, it drove a meaningful lift in engagement across the rotation while staying within existing technical and asset constraints.
- Concepted Reminders, a lightweight system that kept viewers connected to live shows and returned them to their content after commercial breaks.

UX Designer | Amazon Device & Services Design Group

August 2016 – September 2018

- Built systematic component libraries and templates adopted studio-wide across Amazon's device and services design organization, delivering pixel-perfect, production-ready assets that improved developer handoff efficiency and design consistency.

iOS UX Designer (Contract) | JP Morgan Chase

April 2016 – August 2016

- Served as the dedicated iOS designer on a focused team of UX designers, redesigning core payment flows within the Chase Mobile Banking app, including fund transfers, QuickPay, and Quick Deposit, to deliver a more intuitive, modern experience that drastically reduced the time and friction it took customers to move their money.

Visual Designer | Microsoft XBOX

July 2013 – January 2016

- Served as sole visual designer on a small development team, taking an original word game concept from idea through launch, owning game flow refinement, all visual assets, brand identity, and marketing materials, plus creative direction for voice-over talent and music.
- Extended visual design work across Xbox's broader casual gaming portfolio in collaboration with the Xbox Casual Games team, including titles such as Solitaire and Mahjong.

SKILLS

Design & Strategy: Creative direction, product design, visual design, UX design, design systems, prototyping, user research & usability testing, graphic design, branding, cross-functional collaboration, stakeholder management

Technical & AI Tools: Figma, Claude Code, Codex, front-end development, vibe coding, AI integration, Photoshop, Illustrator, Word, PowerPoint, Excel

EDUCATION

BFA, Graphic Design | The Art Institute • 2009 – 2013