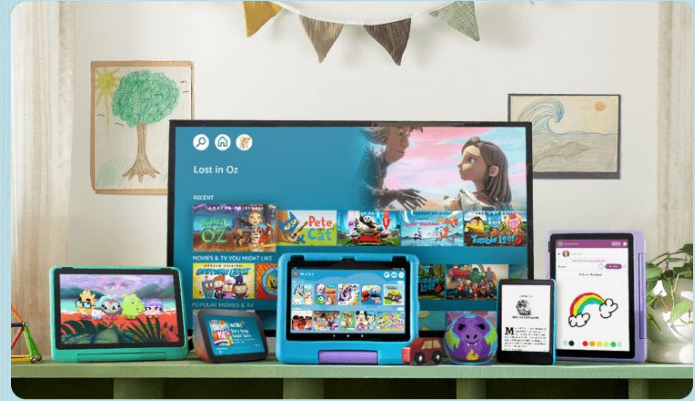


amazon kids



Amazon's family of devices features thoughtfully designed experiences for children, available across their Echo Dot speakers, Echo Show displays, and Fire TV streaming platforms.

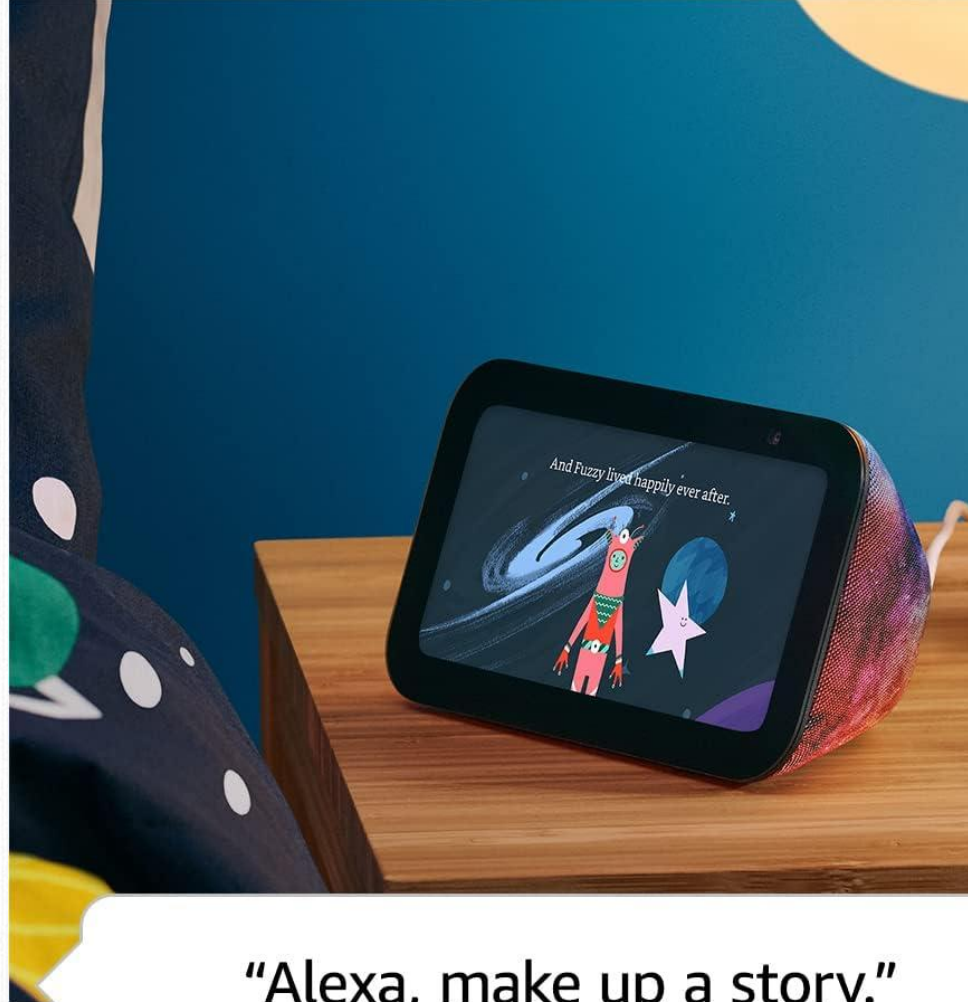
FEATURE

Stories with Alexa using Generative AI [\[MEDIA LINK\]](#)

Kids can choose to create their own stories with simple input to direct a story structure, plot and character interactions

My contributions:

- Designed multimodal (Echo Show) interactions, assets, motion design components
- Explored prompt engineering techniques to direct generated content to be compliance with COPPA guidelines, child-appropriate
- Proposed concepts exploring multi-turn conversational interaction with Alexa focusing on more natural and immersive experience



“Alexa, make up a story.”

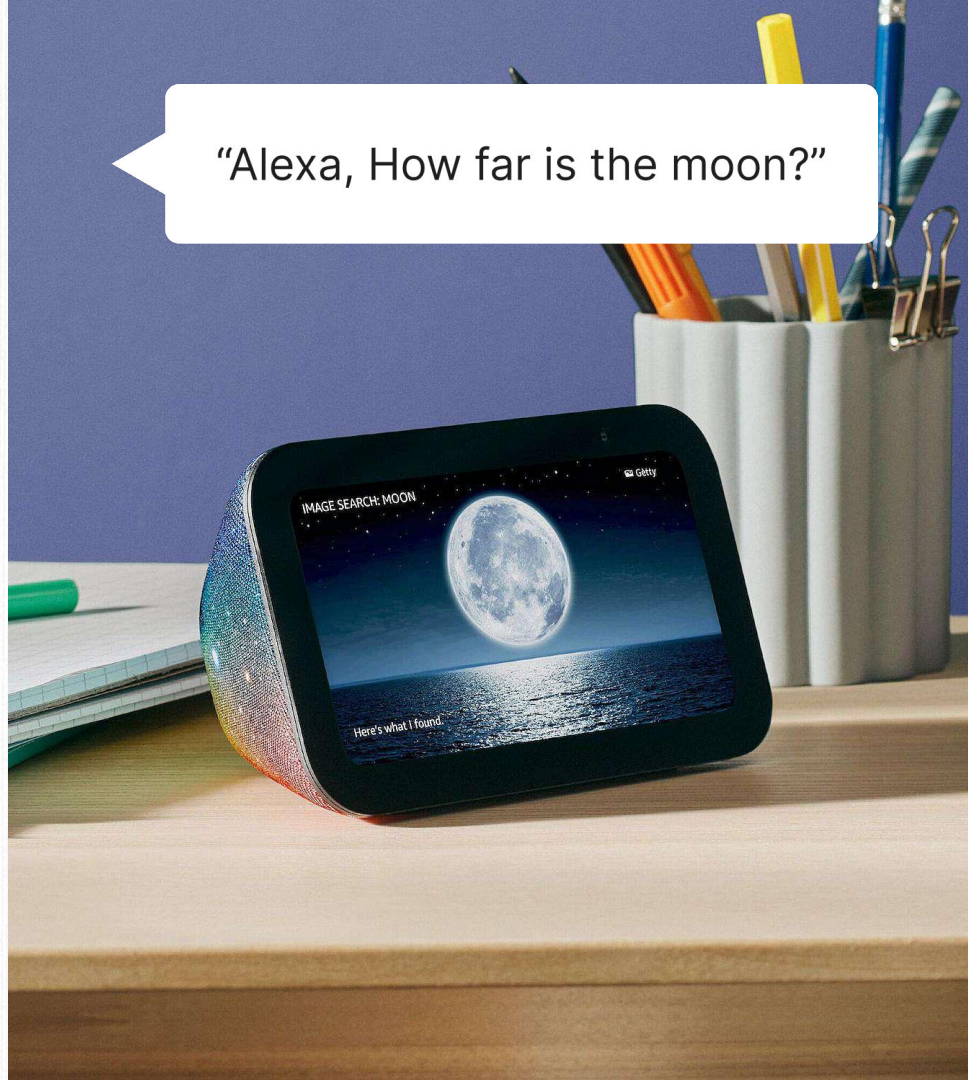
FEATURE

Explore with Alexa [\[MEDIA LINK\]](#)

Alexa can be a friendly companion that lets Kids explore variety of topics fostering their learning, critical thinking

My contributions:

- Created concept designs for conversational interaction with Alexa on both Echo Dot and Echo Show devices
- Proposed visual assets that will be presented as part of the Alexa's response relating to a topic
- Created responsive UI components for different viewports of Echo Show



FEATURE

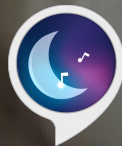
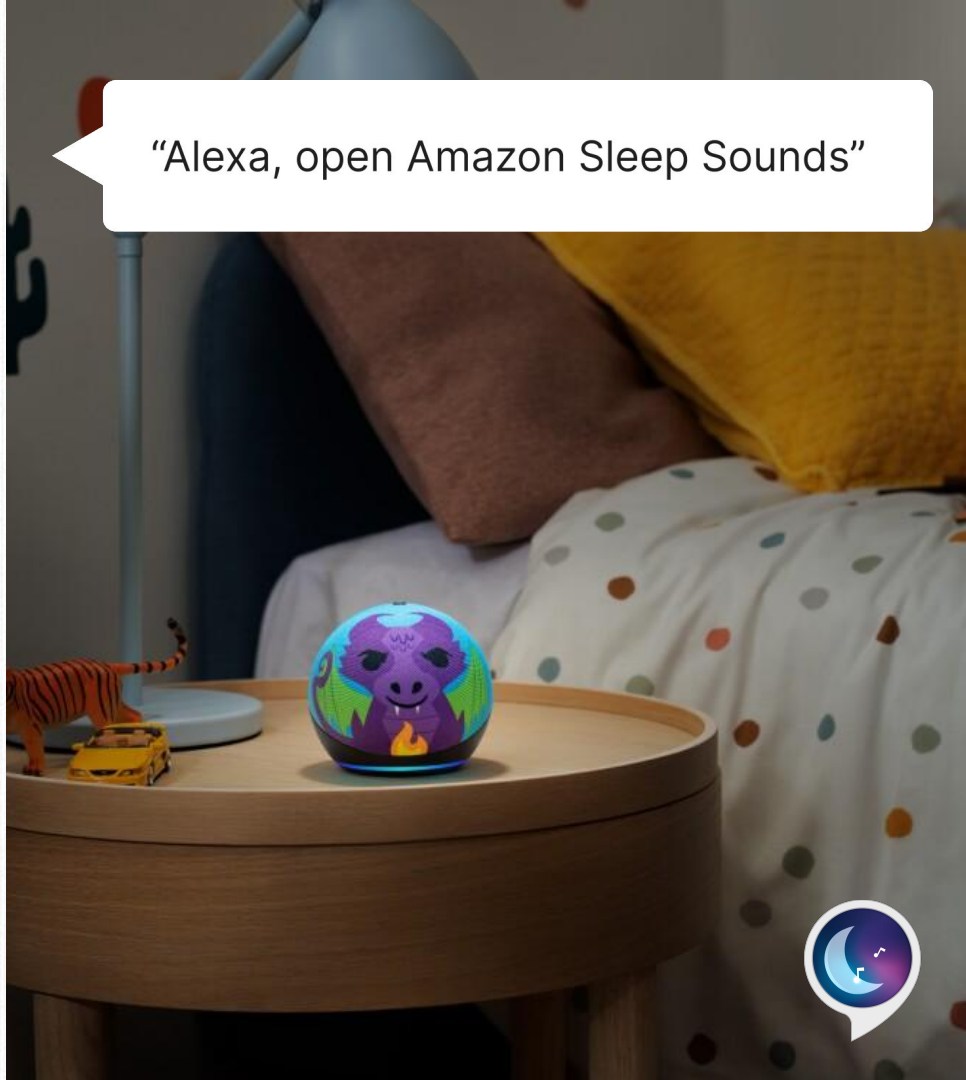
Amazon Sleep Sounds [\[WEB LINK\]](#)

Child-friendly sleep sounds collection with AI-generated soundscapes to help Kids wind-down during Bedtime

My contributions:

- End-to-end experience design for both Echo Show and Echo Dot
- Created visual assets, sound loops, icon components, concept flows
- Conversational experience design with Alexa golden utterances, sounds playback UI for multimodal

"Alexa, open Amazon Sleep Sounds"



Other Key Contributions

- Designed '**Amazon Kids+ subscription upsell on Alexa App**' flows with iOS native mobile components
- Proposed concept flows and modules for '**Echo Show Kids onboarding**' CX
- Migrated '**Kids Fire TV layout**' from legacy UI to React-based UI by designing Kids-adapted components and visual assets
- Delivered '**Lunch and Learn**' talk presentation about '**Generative AI Fundamentals**' attending by 50+ participants
- Designed an internal tool to verify Generative AI images and score them for Amazon Nova fine-tuning needs