

Shaazia Stonehocker

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SUMMARY

Product design leader with over 20 years of experience designing customer-facing, data-driven products at scale. Specializes in AI-powered workflows, conversational UX, and multimodal systems. Known for working backward from customer needs, operating effectively in ambiguity, and partnering closely with product and engineering teams to deliver clear, trustworthy experiences.

PROFESSIONAL EXPERIENCE

Senior UX Designer — Amazon (Customer Service, Devices & Alexa)

Austin, TX · 2024 – Present

Design AI-driven customer support experiences across chat and voice. Translate complex system behavior into clear guidance and next-best actions. Lead design from early exploration through delivery in close partnership with product, engineering, and research.

UX Design Manager / Senior IC — Amazon Web Services (AWS)

Houston, TX · 2022 – 2024

Designed AI-assisted enterprise experiences that helped users understand complex systems and take informed action. Defined scalable interaction patterns, shaped product direction in ambiguous problem spaces, and mentored designers while remaining hands-on.

VP, UX Design Director — Woodforest National Bank

Houston, TX · 2015 – 2022

Founded and led UX for consumer digital banking products. Designed trust-first experiences that simplified high-stakes financial workflows and improved clarity across channels. Championed accessibility, usability, and user-centered decision making across the organization.

Principal UX Designer — Khoros

2010 – 2014

Designed large-scale community and engagement platforms for global brands. Built interaction systems supporting conversation, discovery, and participation across web and mobile.

Senior Information Architect — Hewlett-Packard (HP)

2007 – 2010

Designed information architecture for HP.com and global platforms. Organized complex content into intuitive navigation systems. Awarded three HP E■Awards for UX innovation.

EDUCATION

Bachelor of Business Administration — University of Houston