



Customer-focused user experience and design strategy. Visual design and micro-interactions for design systems. Over 20+ years of design industry experience. Delivered solutions that improved work productivity, collaboration, communications, e-commerce, social sharing, identity, and account management.

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Blue Origin | OCT 2022 – PRESENT

Senior User Experience Designer IV

At Blue Origin – Enterprise Technologies: Test & Flight Operations, my UX Design work focuses on test and flight data management and analysis experiences, AI-LLM-assisted troubleshooting, telemetry dashboards, and procedure operations. I've embedded LLMs into workflows, turned complex data into actionable interfaces, and led UX discovery work that secured new project funding. One project was recognized with a company award, and another was mentioned at the 2024 ISSRDC conference presentation. For design systems, I created a visual style for persona representation, which became part of the shared template library.. I also serve as a Bar Raiser at Blue Origin, evaluating talent across UX, engineering, and business administration roles.

Smartsheet | SEP 2020 – AUG 2022

Product UX Design Manager

At Smartsheet, I led the design team for Enterprise Admin, Data Flows, Connectors, and Data Governance, shaping how enterprise users manage and move information. I was also doing hands-on design, directly contributing to project deliverables for Data Shuttle, Connectors, and Data Governance. I facilitated brainstorming sessions to frame product design thinking, partnered with product, program, engineering, research, design, and content teams on deliverables, vision, and roadmap, and rolled out accessibility specifications and guidelines to product areas. I scaled design teams in Edinburgh and Washington, promoted two senior designers to management roles and one designer to senior designer, expanded the Marketing Experiences and Data Flows teams, and was involved in hiring loops for design directors, product managers, content writers, and designers, while continuously developing my designers' skills to drive growth, autonomy, and design excellence.

EXPEDIA, INC. | NOV 2016 – SEP 2020

Senior UX Designer III

At Expedia Group, on the Global Customer Operations Team, I led design initiative: Travel Connect. I contributed designs on the Virtual Agent Chatbot Conversation Platform for flight exchanges and cancellations, and payments agent chatbot widget. Delivered scalable virtual agent chatbot interactions, user interfaces, and experience flows that improved self-service, accessibility, and operational efficiency. The Travel Connect project resulted in the creation of two separate organizations, and the team earned the company's yearly impact award and the quarterly configurable award. I partnered with cross-functional teams on vision, roadmap, and project execution, conducted international user research sessions and facilitated focus group testing in US, London, Lisbon, Manila, El Salvador, and integrated localization and regional considerations into designs. In the last two years, I hired and mentored interns working on Customer Loyalty experiences and Virtual Agent Developer Documentation (I acted in a design project management capacity to continuously develop team skills in accessibility and drive growth and design excellence). For the conversation platform, I brought in a UX researcher for the team.

AT&T MOBILITY | FEB 2013 – AUG 2016

Senior Visual & Interaction Designer / Senior Product Marketing Manager

As a designer on the AT&T Mobility App & Devices Team – Entertainment Group, I worked with the team to design and deliver mobile and tablet experiences for AT&T services, including DriveMode, AllAccess, and Data Setup & Transfer, creating intuitive, user-centered interactions across Android, iOS, and Windows. Collaborated with product strategy and business development to create concepts visualizing future innovation, leveraging user

research, market insights, and competitive analysis to shape next-generation experiences in 5G connectivity, device onboarding and troubleshooting, AI-driven location and context-based recommendations, and connected device usage monitoring. Partnered with cross-functional teams (researchers and branding) to translate insights into prototypes, flows, and high-fidelity designs. The DriveMode app was recognized in USA Today for its innovative mobile solutions. Passionate about human-centered design, UX best practices, and emerging digital trends.

MICROSOFT CORPORATION | APR 2005 – FEB 2013

Product Designer II

As a designer, I contributed to Microsoft Office Lync, Windows 8 Calendar, Windows Live Mail & Writer, MSN Hotmail, Family Safety, and Microsoft Billing, delivering scalable, user-centered experiences for millions of users. For Microsoft Office Suite 2013 release, on Microsoft Lync 2013 (now Microsoft Teams), I provided art direction and managed the design system and style guide. I developed an automated batch script icon process that reduced time and costs. I managed a team of 2 designers and 1 program manager, oversaw vendor budgets, and art directed 4 remote designers. In all 3,400+ icons including accessibility versions created, produced, and released. Designed Presence Status visual indicators to meet accessibility inclusive design usage across Microsoft Office Suite 2013 (Iconography was used across Office Product Lines: Word, Excel, PowerPoint, OneNote, and Lync). Designed the Photo-Mail Album Template visuals, a shareable photo-sharing, email attachment, and cloud storage component used across Windows Live Writer, Windows Live Mail, and MSN Hotmail. Additionally during my tenure at Microsoft, I designed account monitoring, social sharing, and productivity experiences for Windows Live Writer, Windows Live Profile, and Family Safety, enabling users to connect, share, and manage their digital lives.

AMAZON.COM | SEP 1999 – JAN 2005

Senior Designer // Senior Design Manager

Led design and launch of new product store tabs on Amazon.com, including Computers, Cell Phones & Service, and Software, driving growth in the consumer electronics category. Oversaw the Technical Products Group (TPG) design team and managed end-to-end delivery of user-centered shopping experiences. Defined user goals, synthesized business requirements, and applied design principles to create effective, scalable experiences across home pages (store tabs), category pages, product detail pages, search, results, shopping cart, order pipeline, partner-branded storefronts, warranties, rebates, bundles, and seller trust initiatives. Contributed to innovation and future product concepts as part of side projects exploring new retail opportunities. Partnered with the Business Development and Strategy Team to create online branded store proposals that secured partnerships with Samsung, Nokia, AT&T, Sprint, and Voicestream, each resulting in custom-branded stores on the Amazon platform. Drove cross-site visual and interaction design standards for Amazon's International Order Pipeline Migration, managing global collaboration with designers in Japan, the U.K., Germany, France, Canada, and the U.S. to launch unified checkout design patterns across all regions. Created and launched designs for Amazon Seller Central, enabling small to medium businesses to list products, monitor sales, manage fulfillment, shipping, gift wrap, fraud protection, and customer satisfaction, helping merchants grow and scale through the Amazon ecosystem.

Education

MBA CANDIDATE, JOHNS HOPKINS UNIVERSITY, Projected Graduation: May 2026

BFA GRAPHIC DESIGN, UNIVERSITY OF WASHINGTON, Graphic Design: May 1994