Charles Lorell

Senior Product Designer

Senior Product Designer with 12 years of systems experience—7 shaping high-scale digital products at Amazon, built on a 5-year foundation in architecture. Own transactional workflows across Payments and Alexa tied to $1B+ in customer impact, 7.2% OPS growth, and an 18% lift in engagement across 33 countries. Use generative AI to prototype faster, going from concept to high-fidelity code.

$1B+ combined customer impact · 7.2% OPS growth · 33 countries · Junior → Senior in 5 years

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WORK EXPERIENCE

Senior Product Designer, End-to-End Payments

Amazon · Dec 2025 – Present

- **Unified the end-to-end installment experience** by directing a global UX strategy that bridged everything from the initial homepage view down to checkout funnel discovery.
- **Designed the UFO Cart framework from the ground up,** driving $542MM in new customer sales and capturing a 7.2% OPS lift.
- **Partnered with Affirm and Synchrony** to architect an Amazon-hosted application flow tailored explicitly for installment consumers.
- **Shipped mobile-first shopping surfaces**—focusing heavily on bottom-sheet architectures and in-line accordion expansions—across 7 international marketplaces.
- **Drove $243.8MM in annualized sales** by reworking the detail-page Priceblock hierarchy, including a 30% larger price font.
- **Build high-fidelity prototypes in Figma, Kiro and Claude** so product and engineering can react to working software sooner.

UX Designer II, Payments

Amazon · Jul 2023 – Dec 2025

- **Generated $331MM in annual impact** by scaling the UFO Priceblock UI to show installments on 99% of renders, with a 2–4% lift in installment-product OPS.
- **Launched the worldwide Priceblock CX workflow,** resulting in a 50% active-user uplift and enabling half of all ZIP and Latitude consumers to discover installment terms on the PDP.
- **Designed CP2.0,** introducing side-by-side financing plan comparisons and one-click access to plans, which cut steps at checkout.
- **Integrated international installment options** directly into core pricing logic across France, Germany, Italy, the UK, and Spain.
- **Established the UFO style guide, global design reviews, and dedicated office hours,** so new designers ramped up faster and fewer design regressions shipped.

UX Designer I, Payments

Amazon · Jul 2022 – Jul 2023

Lateral move from the Alexa org to Payments at the same level.

- **Shipped the Compare Plans feature,** laying out direct side-by-side variables for financing terms and interest rates to help customers make transparent choices.
- **Drove an expected $130M annual conversion boost** by redesigning layout touchpoints that helped 16M customers evaluate alternative financing options.
- **Overhauled system constraints** to let the interface handle more than 3 distinct financial offers simultaneously, paving the way to support PLCC, CBCC, Affirm, Layaway, and IHI options.
- **Built and scaled the UFO component library,** owning the core UI logic for Comparison Tables, Priceblocks, and Checkout layouts while driving global alignment audits.
- **Engineered functional code prototypes in Figma and InVision** to de-risk engineering handoffs, charting early visual pathways for the Cart, Post-Cart, and upcoming international rollouts.

UX Designer I, Alexa Mobile

Amazon · Jul 2021 – Jun 2022

- **Accelerated weekly active users (WAU) on the Alexa Shopping List,** scaling week-over-week engagement growth from a baseline of 4.4% up to 18%.

- **Designed and shipped the "I'm going shopping" feature:** localized voice alerts and push notifications for a high-priority US pilot.
- **Designed native iOS and Android widgets,** earning over 40K installs and securing 24.5K weekly active product interactions.
- **Designed an in-app calendar** with Gmail, Outlook and iCloud sync that reached 1M+ visits and 235K created events (26% MoM growth).
- **Designed the companion Alexa Calendar mobile widget,** picking up 3K initial installs and over 1K targeted click interactions within its launch week.
- **Directed the baseline visual systems for Alexa design guides,** defining layout behaviors for Home Card UX and cross-platform companion assets.

UX Design Intern, Alexa Mobile

Amazon · Jul 2020 – Jul 2021

- **Ran iterative, research-led product discovery** focused on interface mechanics and core mobile interaction flows, collaborating directly with engineering and product management to secure a full-time return offer.

Architect · 5 years in practice

Jun 2014 – Jul 2019

Runberg Architecture Group · CallisonRTKL · Inglese Architecture & Engineering

- **Designed physical systems for multi-family, commercial, and retail spaces.** Owned the transition from early schematic design packages straight through to full construction documentation, mapping complex programmatic needs into systematic structural blueprints.

SKILLS

Core Competencies & Strategy

Product Discovery	Business Analysis	Design Sprints & Workshop Facilitation	Design Systems
UX Research & Testing	A/B Testing (SIM / WebLab)	Information Architecture & Taxonomy	Customer Journey Mapping
Interaction Design	Accessibility (WCAG)		

Tools & Technical Expertise

Design & Motion: Figma, ProtoPie

AI Tools: Claude, Kiro, Lovable, Figma AI

Collaboration & PM: Miro, Notion, Jira, Asana

Technical: HTML Prototyping

EDUCATION

Master of Science, Human Centered Design & Engineering — University of Washington · 2019–2021

Bachelor of Architecture (B.Arch.) — New Jersey Institute of Technology · 2010–2014

Interior Design Studies — Fashion Institute of Technology · 2009–2010

CERTIFICATIONS

UX & Visual Interface Design Certificate — University of Washington

LANGUAGES

English — Full working proficiency

Spanish — Native