Tarika Jain

Senior Product Designer | **tarikajain.framer.website** | **tarika.jain@gmail.com**

8+ years of product and interaction design experience leading end-to-end UX for AI/ML developer tools, enterprise systems, and user-facing experiences. Founding team member of Bedrock, pioneering foundational GenAI tooling like RAG and agent-based systems. Skilled in interaction and visual design, prototyping intuitive, high-fidelity developer experiences in emerging technologies.

EXPERIENCE

Amazon Web Services | AI/ML team

Senior Product designer (Lead: AI Agents) | Bedrock — **2024 – present**

- Designed 8+ agentic system features, including an intuitive debugging tool with 4.3M+ invocations, marking the first steps in AI agent observability—adopted across Bedrock and competitors through strong ownership and technical clarity in ambiguity.
- Led Identity UX for AI Agents, streamlining access via OAuth 2.0 across 5 verticals and crafting usage tracking data-rich experiences. Aligned 30+ stakeholders including AI researchers, engineering and product managers, to deliver a trustworthy and secure experience resulting in Identity being one of the top most used features in Bedrock AgentCore.
- Led 4 designers to launch Bedrock Studio, a GenAI platform built to democratize AI tool access via SSO for non-AWS developers, from 0–1 in 4 months. Partnered with engineering to shape user stories via research insights, achieving 82% NPS.
- Built a design system with Google's Material design as the basis to elevate visual craft and interaction design for Bedrock Studio that enabled quicker integration (within 8 weeks) with Unified SageMaker Studio to unite 6 AWS studios under a single SSO.
- Evangelized a usability tracker mechanism to surface usability gaps across 6 verticals, contributing to ~7% MoM CSAT increase.
- Drove weekly stand-ups for 2+ years across 4 Bedrock verticals, aligning product managers, engineers and AI researchers on requirements and roadmaps in a fast-paced ambiguous technical environment.

Amazon Web Services | AI/ML team

Product designer | Bedrock, Transcribe, Comprehend, Translate — **2022 – 2024**

- Collaborated and designed 10+ LLM playgrounds and other AI-assisted workflows with partners like Anthropic, boosting discovery, developer creativity and experimentation and cutting confidential content intake churn by 62%.
- Led UX for Knowledge Bases at AWS Re:Invent, launching 8 features and driving a 21% post-event usage spike via user research.
- Spearheaded 3 GenAI branding initiatives at AWS with agencies to strategize brand visibility while ensuring high-quality of polish.
- Led UX for 3 AI services, Comprehend, Transcribe, and Translate, shipping 6 features and driving up to 19% revenue growth.

eBay | Seller and Buyer team

Senior UX designer — **2021 – 2022**

- Led design of 'Buyer Groups,' a marketing tool for 900K+ sellers, boosting buyer loyalty and sales up to ~33% (within 6 months).
- Designed expert seller chatbot (native, web), reducing new seller churn by 24% and aligning product and marketing on user value.

Honda R&D Americas LLC | 99P Labs

Product Innovation + Strategy intern — **2020**

- Discovered and developed Miru, a mobility app helping locals discover neighborhood experiences; conceived as a Capstone project, acquired by Honda 99P Labs, and further developed in collaboration with Honda.

Nelipak Healthcare Packaging

Product Designer — **2018 – 2019**

- Designed packaging for 8+ medical device companies, reducing lead time by ~30% by developing functional prototypes and implementing systems thinking in surgical workflows.

Luxottica Group

Product Design Intern — **2018**

- Designed eyewear for Tory Burch Spring/Summer collection, with careful consideration of trends and pricing strategy.

EDUCATION

Carnegie Mellon University
Master of Integrated Innovation for Products & Services
(Focus: Human-computer interaction & product Strategy)

Parsons School for Design
Bachelor of Fine Arts in Product Design

SKILLS

- Design skills: GenAI Experience design, visual and interaction design, Data Visualization
- UX Design Tools: Figma, Adobe Creative Suite
- User Research: Usability Testing, Ethnographic Research
- Coding & Miscellaneous: SQL, Javascript, CSS, Asana