BRENDA BOOTH

www.brendabooth.com
linkedin.com/in/brendaboothp
cualis@gmail.com
619.507.5636

I'm a seasoned design leader with extensive experience in the tech industry, specializing in AI/ML solutions and no-code/low-code platforms. My expertise spans from management and design strategy to execution, effectively enabling cross-functional collaboration through a Lean Startup approach.

Currently, I'm a Senior User Experience Designer at Amazon Web Services, contributing to the development of SageMaker Canvas, a revolutionary no-code platform that empowers users to harness AWS's extensive suite of AI and ML services effortlessly. Previously, I optimized data annotation tools for SageMaker Ground Truth and played a pivotal role in the AWS Machine Learning Solutions Lab, driving the adoption of AI solutions for complex business problems across various industries worldwide.

I take pride in having developed projects that are now essential tools for consumers and employees across multiple Forbes 500 organizations globally.

My career encompasses roles in both startups and multinational corporations, focusing on emerging technologies, new business exploration, and product development for consumer and enterprise markets. I have broad experience with Mobile, Cloud, Web, Machine Learning, Augmented Reality, Computer Vision, and Voice Technology.

I excel at translating user research data into product requirements, producing information architecture for complex systems, and creating user flows, wireframes, and visual designs. I'm well-versed in design, prototyping, and agile project management tools, and I enjoy bringing Lean UX and Lean Startup methods to the development process. With experience building and leading creative teams, I empower them to deliver great experiences. My approach combines strategic thinking with a strong sense of responsibility, consistently delivering impactful, user-centric designs that drive innovation and efficiency in AI/ML workflows.

Top 5 (Gallup) Strengths: Developer, Achiever, Responsibility, Strategic and Harmony.

SKILLS

Product Design
User Experience
User Research
Design Strategy
Organizational UX Adoption
Competitive Analysis User Journey
Rapid Prototyping Usability Testing
Creative Direction
Interaction Design
Information Architecture
Visual design
User Centered Design
Concept validation
Lean Startup
Lean UX
Agile Development

TOOLS

Figma
Axure Pro
Qualtrics
Sketch
Usertesting.com
Pivotal Tracker
Jira
Adobe Creative Suite

EDUCATION

Universidad del Valle de México
México City
Bachelor of Arts, 1995

EXPERIENCE

Amazon Web Services | SageMaker Canvas **March 2024 to present**
Senior User Experience Designer, AI/ML - Low Code/No-Code
Hybrid - San Diego
Currently, I'm part of the SageMaker Canvas team, contributing to the development of a revolutionary no-code platform that empowers users to harness AWS's extensive suite of AI and ML services effortlessly. In this role, I lead UXR efforts for a cutting-edge Gen AI agent, aimed at supporting data scientists and business matter experts in creating ML models for business problem-solving. By abstracting complexities, SageMaker Canvas enables rapid development and deployment of ML and generative AI solutions. Our work focuses on facilitating transformative capabilities accessible to all, streamlining the process of creating and implementing AI solutions for diverse business challenges.

Amazon Web Services (AWS) SageMaker Ground Truth. **May 2022 to March 2024**
Senior User Experience Designer, AI/ML. Remote - Seattle
Contributed significantly to SageMaker Ground Truth, AWS's data labeling service, by enhancing data annotation tools across diverse modalities (Image, text, video, 3D point cloud/lidar, etc.). My role involved optimizing ML model performance through innovative feature development and collaborating closely with multidisciplinary teams to streamline the ML development life-cycle.

Amazon Web Services (AWS) Machine Learning Solutions Lab. **February 2020 to May 2022**
Senior UX Designer. Remote - Seattle
As the sole UX designer at the AWS Machine Learning Solutions Lab, I played a pivotal role in driving the adoption of AI solutions to solve complex business problems. Collaborating closely with data scientists and ML engineers, I championed user-centric design methodologies to accelerate product development cycles and deliver intuitive, high-impact ML applications for the largest AWS customers across various industries worldwide.

HEWLETT-PACKARD (HP) May 2010 to Feb 2020

DESIGN LEAD l On site - San Diego

During my 9-year tenure at HP, I led a design group pivotal in developing new business ventures from HP's R&D lab through to global commercial release. My focus was on implementing user-centric methodologies to drive efficiency and innovation. I successfully guided cross-functional teams, fostering collaboration between engineers, project managers, designers, and business stakeholders. By facilitating research activities and establishing robust infrastructure, I ensured the seamless integration of user-centric practices throughout the development process. My efforts culminated in several successful product launches, each demonstrating the power of user-focused design in creating market-ready solutions. In my final project at HP, I spearheaded UX initiatives to enhance the developer experience for APIs and dev tools within the Link Technology platform, showcasing my ability to apply user-centric principles to complex, technical products.

GIZMO5 l SAN DIEGO April 2006 – December 2009

SENIOR DESIGNER l On site - San Diego

Led successful design efforts at Gizmo5, culminating in the acquisition of the Gizmo5 app by Google. I oversaw the design and release of the desktop client across multiple platforms, establishing a cohesive user experience and brand identity that resonated with users.

LINSPIRE INC. October 2004 to April 2006
SENIOR WEB DESIGNER l On site - San Diego

At Linspire, I worked on the user-interface for Linspire OS and redesigned the installation process. I managed the design of the Crystal Linspire icon theme as well as the Linspire Kids icon theme. I created the CNR brand and CNR website. Designed the corporate identity package and designed the website for Lindows/Linspire, which is a Linux Operating System. I designed product packaging and other marketing materials.

278Media Consulting Group, Inc. February 2003 to September 2004
CEO l San Diego

278Media was a design firm that provided design and photography services (from all types of printed materials to electronic media and website implementation).

IP Strategy Inc. February 2001 to February 2003
SENIOR WEB DESIGNER l SAN DIEGO

IP Strategy was a design consultancy headquartered in San Diego. This was the first company I worked for in the United States. The company specialized in creating impactful content strategy, design and user experiences through a collaborative approach with our clients.
I provided design strategy, web design, marketing support and print design.

El Sitio July 1997 to Feb 2001
ART DIRECTOR l MEXICO CITY

ElSitio.com was one of the first on-line portals created in México during the dot-com era. The company was headquartered in Buenos Aires Argentina, with offices in several countries in Latin America and the United States. It was an aggregator service that provided a continuous flow of links to news, sports, entertainment and political articles. I worked in the business development division that focused on providing consulting services to large businesses wanting to create an on-line presence.