

# Collin May

Product Designer • Systems & Interaction Design

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## Summary

Product designer focused on systems thinking, cross-platform interaction, and emerging tech. I've led enterprise and consumer experiences from the ground up across wearables, voice interfaces, and partner integrations—building scalable, accessible design systems and delivering high-impact user journeys.

## Experience

### Product Designer | Amazon Music | 2022 – Present

Design lead across wearables, voice, and third-party platforms. Drove major launches, Figma standards, and scalable systems. Working on the Gen Ai team.

- Launched Amazon Music across Apple Vision Pro, Tesla, Meta Ray-Ban, Wear OS, Garmin, Apple Watch, MetaQuest, Lenovo, and Discord — driving 1M+ MAU (Monthly average users).
- Released key features: Siri integration, Alexa redesign, Listen While You Shop (Sony Headphone integration), and first gaming API POC.
- Built cross-platform React Native design system, component libraries, and atomic source-of-truth files.
- Audited and redesigned the design systems to meet Level II accessibility (EAA/EAU) compliance.
- Founded Core Design Templates Team, improving team-wide file structure, thumbnails, and design tracking.
- Delivered Partner Dev Portal, frictionless sign-in, and asset kits for Wearables, Fire TV, and app icon refreshes.
- Directed visuals (motion graphics) for Devices Showcase 2025 (SF HQ) and contributed to AI/ML and voice multimodal research.

### Senior Product Designer | Allstate Identity Protection | 2021 – 2022

- Led product team in a design-first approach aligned with business goals.
- Designed end-to-end flows connecting vendor systems and enterprise identity platform.
- Partnered with marketing, content, and architecture for strategic delivery.

### UX/UI Designer | Nike Order Workspace | 2020 – 2021

- Designed internal tools with scalable UX and IA.
- Collaborated cross-functionally to support responsive web design and research.

### Digital Designer | Nike Global Marketplace Operations | 2018 – 2021

- Designed eLearning and internal tools.
- Delivered UI for enterprise apps, animated tutorials, and internal branding.

### Designer | Nike Technology | 2016 – 2018

- Created multimedia content, VR/AR prototypes, 3D product renders, and digital storytelling for execs.

## Skills

**Design & Systems:** Design Systems (Atomic, Tokens), Interaction Design, Accessibility (WCAG / EAA Level II), Voice UI, Motion Design

**Tools:** Figma, Principle, Framer, After Effects, Lottie, Jira, Notion, Confluence

**Execution:** Cross-functional Collaboration, Dev Handoff, User Flows, Responsive Patterns, Campaign Support, 3P Platform Strategy

## Education

Portland State University — B.S. Graphic Design & Fine Art  
Cuyamaca College — Digital Media & Illustration Program