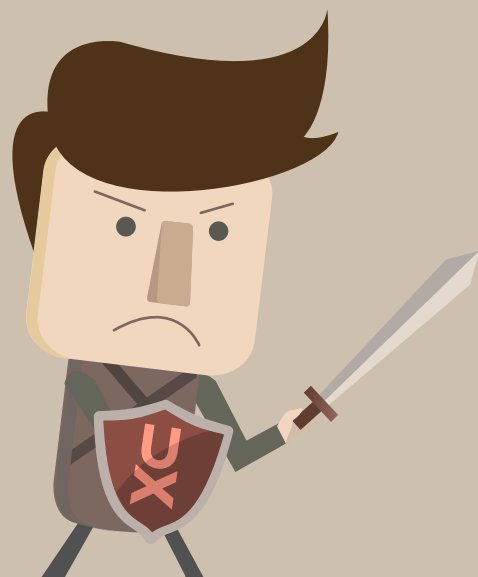




AMAZON UX INTERN WARRIOR  
**ANDREW KU**

## MISSION

SLAY MAJOR FIRE TV UX MONSTERS



VOICE MONSTER



CONTROL MONSTER

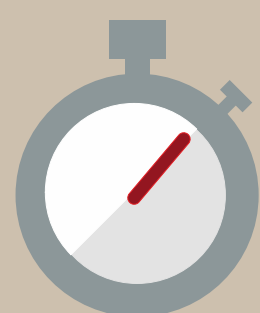
SEARCH MONSTER

## JOURNEY

## SKILLS



AMAZON  
CUPERTINO, CA



3 MONTHS  
JUNE - AUG. 2014



UX RESEARCH  
SHIELD



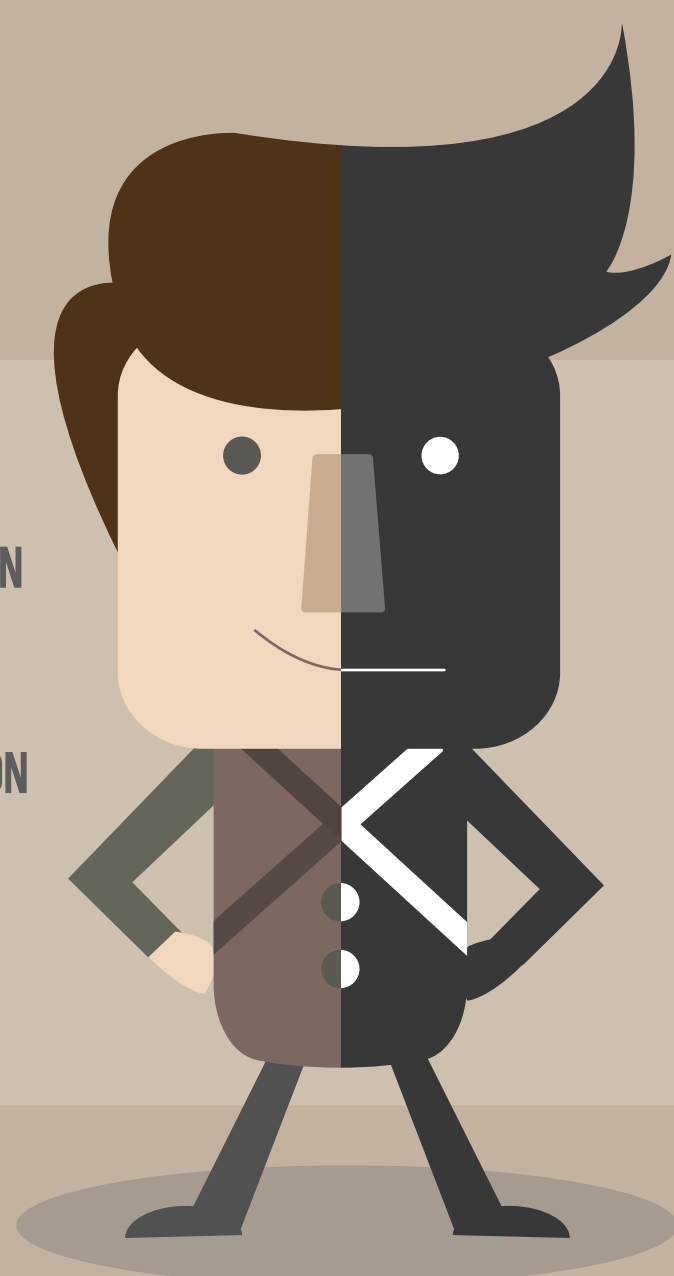
DESIGN THINKING  
SWORD



DESIGN EXECUTION  
POTION

## I HIT

- COMPLEX PLATFORM IXD IDEATION & DESIGN
- FULL UX RESEARCH PLANNING & EXECUTION
- SELF-PROJECT MANAGMENT



## I MISS

- FAST PACE DESIGN CYCLES
- COMPLEX VOICE PROTOTYPING
- AMAZON SEATTLE NETWORKING

I WISH I HAD HONED MYSELF TO HAVE BETTER CAPABILITIES ON HI-FI VOICE PROTOTYPING



## I LEARNED

IT NOT ONLY TAKES DESIGN IDEAS TO DEFEAT UX MONSTERS. CLEAR COMMUNICATION METHODS TO SELL IDEAS IS THE MAJOR KEYS.

## LEVEL UP

INTERNSHIP IMPRESSION

