Collin May

Product Designer • Systems & Interaction Design

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Summary

Senior product designer specializing in mobile UI/UX, cross-platform systems thinking, and emerging tech. Expert in iOS and Android design patterns with deep experience connecting complex feature ecosystems across phone, TV, wearables, gaming, and voice interfaces. Built and shipped scalable design systems at Amazon Music and Nike across consumer and enterprise products. Comfortable working at both high craft and systems levels to solve hard interaction problems.

Experience

Product Designer | Amazon Music | 2022 – Present

Primary design owner for cross-platform device experiences including mobile (iOS and Android), wearables, automotive, AR/VR, voice, gaming, and partner integrations. Led mobile UI systems and shipped features across a broad range of form factors.

- Led mobile and cross-platform design across iOS and Android, architecting interaction flows and UI systems for phone, TV, and controller-based experiences including Fire TV and Discord integrations
- Shipped Amazon Music gaming division launch: designed and launched 3 video games within the Amazon Music app on tight timelines, partnering with artists and collaborating with Disney
- Built mobile-first design for Amazon Music on Discord, applying deep understanding of social UX patterns and controller/phone interaction flows
- Launched Amazon Music across Apple Vision Pro, Tesla, Meta Ray-Ban, Wear OS, Garmin, Apple Watch, MetaQuest, Lenovo, and Discord, driving 1M+ MAU
- Released key mobile 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 with full iOS and Android pattern coverage
- Audited and redesigned design systems to meet Level II accessibility (EAA/EAU) compliance across mobile and wearable surfaces
- Founded Core Design Templates Team, improving team-wide file structure, thumbnails, and design tracking in Figma
- Delivered Partner Dev Portal, frictionless sign-in flows, and asset kits for Wearables, Fire TV, and app icon refreshes
- Directed 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 information architecture
- Collaborated cross-functionally to support responsive web design and user research

Digital Designer | Nike Global Marketplace Operations | 2018 – 2021
- Designed eLearning platforms 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 executive audiences

Skills
Mobile Design: iOS and Android native patterns, mobile UI systems, interactive prototyping, motion design
Systems Thinking: Cross-platform interaction architecture, feature ecosystem mapping, TV/phone/controller UX flows
Design Systems: Atomic design systems, token libraries, component libraries, React Native, Figma
Accessibility: WCAG / EAA Level II, mobile and wearable accessibility standards
Tools: Figma, Principle, Framer, After Effects, Lottie, Jira, Notion, Confluence
Domains: Gaming, social UX, voice UI, AR/VR, wearables, automotive, streaming, partner integrations

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