

About Product designer specializing in brand-forward product experiences at scale. Experienced in shipping consumer surfaces to billions of users, evolving design systems, and leading cross-functional initiatives from concept to launch. Fluent in AI-accelerated workflows (Claude, Figma Weave, etc) to move faster without sacrificing craft.

Experience

2019 – Present **Meta: Product Designer (Creative X)**

Highlights

Meta's Design System/XMDS (2021–Present)

- Contributed to Meta's cross-app design system by translating abstract brand elements into scalable system components, authoring documentation with accessibility specifications, and aligning tensions with stakeholders across product, brand, brand strategy, and legal.
- Consulted partner teams including Checkout with Meta and Wearables Developer Center on adoption, custom component creation that aligned with industry standards across mobile and web.
- Led design on the unified email system for Meta-led product to effectively communicate and build trust with users. The system was critical to the Meta Account launch and will increase efficiency for many teams to build with systematized standards and components.

Meta Account Go-to-Market Strategy — Product Experiences (2026)

- Led design effort and drove strategic thinking for a consistent visual motif that reinforced the value of Cross-Meta Services (Payments, Accounts, etc) in key moments cross-apps in a systematic way.
- Secured VP-level alignment on Cross-Meta brand strategy by co-leading cross-functional sprints and presenting clear design rationale to stakeholders. Design aligned across 22+ product surfaces and helped support VP-level strategic conversations.
- Shipped the consumer-facing Meta.com/account website without agency support, achieving positive press sentiment (surpassing the neutral-positive sentiment goal).

Instagram's First End of Year — "2021 Playback"

- Led design on an end-to-end experience for Instagram's first End of Year under extreme resource constraints (single-engineer team). Increased Stories producer rate by +3% and drove cultural virality.
- Gained VP support across multiple design orgs by communicating design vision through clear presentations and high-fidelity prototypes.

2016– 2019 **Meta: Communication Designer (Creative X)**

Highlights

Product Design — In-Product Brand Experiences

- Collaborated with the Goodwill product design team to design and ship the end-to-end product experience for Facebook's personalized videos. This included the promotional unit top of feed and ideating on different ways people can interact with the videos.
- Collaborated with UXR and Marketing research teams and developed prototypes and visual content to define what to test.
- Partnered with a team of art directors, copywriters, designers, and engineers to help ideate, design, and prototype an in-product brand experience celebrating Major Life Events that resulted in an increase in reaction usage, the team's first patent, and unlocked future opportunity space with the Profile team.

Visual Design — Facebook Personalized Videos

- Supported Art Director and Copywriter teams by concepting and executing on multiple Facebook's personalized videos for 1B+ people (Friends Day, Friendversaries, Year in Review). These experiences have consistently moved metrics positively.

Experience

May-
Aug 2015

Meta: Communication Designer Intern (The Factory/ Creative X)

- Proposed and prototyped an innovative chatbot-based portfolio site for The Factory in collaboration with a cross-functional team of creative strategists, engineers, copywriters, and designers.
- Supported the security team's design needs by consulting on a front-end system redesign for a back-end engineering intern, bridging the gap between engineering requirements and visual clarity.

Education

2013-2015

Art Center College of Design, Pasadena

Bachelor of Fine Arts in Graphic Design with a focus in Interaction Design & Brand Identity

Skills

Design

Design Systems · Product Design · Visual Design · Prototyping · Concept Development & Early Ideation · Brand-to-Product Translation · Cross-Functional Partnership · Accessibility (WCAG) · AI-Driven Design Exploration

Tools

Figma · Origami · Claude (Vibe-Coding) · Figma Weave · Figma Make · Adobe Suite · Manus

Platforms

iOS · Android · Web · Email

Links

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