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Senior Product Designer with 8+ years driving growth and monetization design across large-scale consumer platforms. Scaled WhatsApp Ads from ~\$1B to \$8B+ in annual revenue and led design for products reaching 260M+ businesses and creators across Facebook, Instagram, and WhatsApp.

Experience **WhatsApp** Senior Product Designer

JAN 2023 – MAY 2026

- Drove monetization strategy for WhatsApp Ads, scaling the business from ~\$1B to \$8B+ in annual revenue.
- Partnered with Product, Engineering, and Research across 8+ teams to define product strategy and roadmap.
- Shipped cohesive design across Facebook, Instagram, WhatsApp, and Ads Manager, maintaining platform consistency while adapting to each surface's constraints and user expectations.
- Used internal AI tools, including Claude, to move from user-data synthesis to shipped code, prototyping design explorations and landing PRs directly, cutting iteration cycles on complex ads flows from weeks to days.
- Grew 3 designers and 1 intern toward promotion readiness through structured critique, career coaching, and raising the bar for design quality and documentation across the org.

Meta Senior Product Designer

JAN 2020 – JAN 2023

- Led end-to-end design across Pages, Instagram, Profile+, and Ads Manager, driving onboarding and monetization outcomes for 260M+ businesses and creators.
- Partnered with PM, Engineering, and Research to define product strategy for platform-wide identity migration, reducing rollback from 14% to 2%.

Capgemini (Idean) Product Designer

Jun 2015 – Dec 2018

- Led design across 6+ enterprise products for IBM, establishing shared UI patterns that accelerated design system adoption across 10+ product teams.
- Contributed directly to the IBM Design Language, improving consistency and accessibility standards across 600+ products in IBM's portfolio.
- Built interactive prototypes for Fortune 500 clients, compressing stakeholder alignment cycles from weeks to days and accelerating delivery timelines.

Amplify Product & Instructional Designer

May 2013 – Jun 2015

- Designed learning experiences for an edtech platform used by students nationwide, collaborating with educators and PMs to align product with curriculum standards.

Skills Product Strategy & Vision · Growth & Monetization Design · 0-to-1 Product Development · Design Systems · A/B Testing & Experimentation · Cross-functional Leadership · Data-Informed Design

Tools Figma · Origami Studio · Framer · After Effects · Visual Studio Code · Claude · Meta Internal Tools (Deltoid, Fabricator, Tasks)

Education **CUNY Lehman College** BFA in Animation & Arts

May 2009 – May 2013