

# Julia Wang

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## SUMMARY

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Staff-level Product Designer with 15+ years shaping **complex software platforms** and **AI-native products**. Works end to end, from **research** and **product strategy** through **production-ready UI**, often built directly with AI-assisted coding. Most recently set the **product vision** for Meta's infrastructure efficiency platform, driving alignment from individual contributors to VP-level leadership.

## EXPERIENCE

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### Product Designer, Infra Efficiency & Capacity

2024 - Present

#### Meta

Menlo Park, CA

Design lead for Meta's infrastructure efficiency platform, defining AI-native experiences used by engineering organizations to identify, prioritize, and deliver infrastructure investments at company scale.

- Drove design strategy and presented program-level decisions to **VP-level leadership**, establishing the platform as the system of record for tracking and reporting infra efficiency investments across Meta.
- Designed fully autonomous **agentic workflows** alongside **human-in-the-loop AI review systems** that surface supporting evidence while preserving reviewer judgment at the decision point.
- Set north-star product vision for a personalized efficiency platform, securing engineering investment and cross-functional alignment around a modular, AI-assisted experience designed for **~3,400 users**.
- Designed end-to-end workflows and a centralized platform of record replacing spreadsheet-based program management across **200+ initiatives**, scaling to **7,000+ logged wins** and **~5,000 monthly active users**.
- Elevated team standards through a 17-session critique program, org-wide UI/UX standards, and design system contributions shipped in **122+ code instances**.
- Prototyped and shipped production-facing UI through AI-assisted coding, landing **2,000+ lines of code** directly as the designer and eliminating a full round of front-end engineering refinement.

### Lead Product Designer

2022 - 2024

#### BillionToOne | a genetic diagnostics company

Menlo Park, CA

Joined as the founding product designer, building design systems and product foundations from scratch at a high-growth genetics diagnostics company.

- Led end-to-end design of BabyPeek, a consumer-facing prenatal trait discovery product built from 0 to 1, achieving product-market fit through user research, A/B testing, and iterative feature development, driving a **75% conversion rate increase**, **\$5 ASP lift**, and **4.75/5 user satisfaction rating**.
- Owned the checkout and payments experience end-to-end, redesigning the healthcare billing flow from scratch and **increasing ASP by \$20**.
- Established BillionToOne's design system, brand identity, and design standards as the founding designer, managing contractors and aligning engineering, marketing, and leadership teams.

### Lead Product Designer

2019 - 2022

#### Jane Technologies | cannabis e-commerce platforms

Santa Cruz, CA

Led product design across all B2B and B2C surfaces from early-stage startup through Series C. Promoted from Senior to Lead Designer within one year.

- Redesigned the checkout flow, **increasing conversion by 111%** and contributing to **13x GMV growth** within one year.
- Established UX research as a core discipline and helped grow the design function from **1 to 6 designers**; led discovery research that surfaced user personas and 20+ pain points, directly informing product strategy and roadmap priorities.
- Redesigned the store and product review experience, solving for authenticity and anonymity in a

stigma-sensitive category and scaling to **500K+ product reviews**.

- Co-designed the company pitch deck used in Series B and C fundraising, contributing to a **\$125M raise** and **12x valuation growth**.

### Sr. Product Designer

2017 - 2019

**Yahoo** | media streaming services and online commenting system

Sunnyvale, CA

- Redesigned Yahoo View's hero experience, increasing click-through rate by **214%** and contributing to growth that brought the product to **10M** monthly active users, the highest in the product's history.
- Redesigned the commenting system and social profile features, improving usability across Yahoo's platform of **700M monthly active users**.
- Shipped across desktop, mobile web, iOS, and Android; acted as product manager for a team of 5 engineers by leading sprint planning, defining acceptance criteria, and evaluating technical feasibility.

### UX Interaction Designer

2016 - 2017

**Hewlett-Packard Enterprise** | SaaS and tech media

Sunnyvale, CA

- Built HPE's online pattern library using atomic design principles and led Google Design Sprint workshops, establishing shared design standards and faster iteration practices across teams.
- Led product design for Tech Beacon, an HPE developer media platform serving DevOps and tech professionals, reaching **9M monthly active users**.

### UX Interaction Designer

2014 - 2016

**Tremor Video** | an online video advertising platform

Boston, MA

- Designed DSP interfaces for complex digital advertising workflows, including dashboard, data visualization, report builder, and campaign creation.

### Information Architect

2012-2014

**Sapient Corporation** | a tech consulting firm for the financial industry

Boston, MA

- Designed and migrated a desktop trading application for a financial services firm with **\$700B under management**, handling order placement, tracking, and fulfillment workflows.

## EDUCATION

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**Master of Science in Information Management**, now known as Human-Computer Interaction

2011

University of Maryland, College Park, MD

**Bachelor of Arts in Economics**

2008

University of Maryland, College Park, MD

## SKILLS

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**AI & Emerging Tech:** Agentic workflows, Human-AI interaction design, LLM-powered products, Conversational AI, AI-assisted development

**Development:** HTML, CSS, JavaScript, AI-assisted coding, production-facing UI implementation

**Design Tools:** Figma (expert), Sketch, Axure, Principle, Adobe Illustrator, Adobe Photoshop

**Methods:** User Research, A/B Testing, Usability Testing, Prototyping, Design Systems, Design Sprints

**Leadership:** Cross-functional alignment, Stakeholder management, Design standards and systems, Roadmapping