



**Xiaohang Zhang  
(Wilson)**

**Design Lead / Senior Product Designer at Meta**

[www.wilsonzhangdesign.com](http://www.wilsonzhangdesign.com) | Password: bravo

✉ [sneakerzxh@gmail.com](mailto:sneakerzxh@gmail.com)

📞 765-714-9680 (US)

## Education

### Purdue University

**Master of Fine Arts (M.F.A)  
Course Instructor (TA)  
Interaction Design**

West Lafayette, IN, US  
2012 - 2016

### Beijing University of Technology

**Bachelor of Science (B.S)  
Industrial Design**

Beijing, China  
2007 - 2011

## Publication

### Connecting Aged Parents with Their Adult Children Over Long Distances: Challenges & Solution

International conference on universal  
access in human-computer interaction  
Toronto, ON, Canada

## Patent

### Smart Furniture with Clothes- Drying Features

Design patent: #ZL201830537774.7  
Design patent: #ZL201830250666.1

## Award

### NordCHI Design Competition

**2nd Place  
HCI / Interaction Design**  
Helsinki, Finland



### **Meta / Facebook** **Design Lead / Senior Product Designer**

San Francisco, CA, US.  
Dec 2019 - Present

Owned and led several Meta Ads Manager products that include but are not limited to Campaign strength score, Ads Manager modernization, and Instagram short-form video monetization, which served more than 5 million advertisers, drove significant increases of Meta core metrics and achieved revenue growth of more than \$500million/year.

- Worked as the design lead of my team as well as a product designer mentor, intern manager, trained product quality evaluator and product design interviewer of Meta.
- Led ad products that successfully drove significant increases of Meta core metrics (e.g. advertiser value, monetization rate, ad publish rate, etc.) and revenue growth of more than \$500million/year.
- Led end-to-end product design for 10+ Meta Ads Manager products that modernize, automate and personalize the experience for more than 5 million advertisers of all sizes.
- Led end-to-end design for 3+ advertiser-side short-form video products to empower Meta's top priority - short-form video strategy.
- Co-led the design of Ads Manager's in-product messaging framework that has been adopted by 50+ partner teams at Meta.
- Developed new concepts, design strategies and vision for my product areas aligned with the product teams' high-level strategies and goals.
- Worked closely with team leads to prioritize design work, allocated resources and manage projects for fully-packaged cross-functional teams.



### **General Electric - GE Appliances** **Senior UX Designer**

Louisville, KY, US.  
Jun 2016 - Jul 2017, Oct 2018 - Nov 2019

- Owned and led several GE web and mobile products that empowered GE's digitalization business strategy and established a comprehensive smart home ecosystem.
- Led my design team on establishing the end-to-end product experience of the SmarthQ mobile app that provides a one-stop smart home solution for 200k+ users to efficiently view, manage and control Wi-Fi connected smart devices remotely.
- Led my design team on framing the Café AR Viewer mobile app that helps e-commerce consumers virtually view smart home devices in real environments through AR to facilitate online shopping through an immersive experience.
- Worked closely with org leads to design GE's first e-commerce mobile app to explore future online shopping opportunities and product vision.
- Collaborated with Amazon Alexa team to design and develop GE's smart voice assistant - Geneva.



### **FirstBuild (Startup incubated by GE)** **Senior UX Designer**

Shanghai, China.  
Sep 2017 - Sep 2018

- Worked as the design lead of the startup and mentored several design interns.
- Worked closely with CEO on establishing business strategy, marketing strategy and product vision.



### **Toyota North America - Raymond** **Product Designer Co-op**

Greene, NY, US  
Jan 2015 - Sep 2015

- Worked on design projects of car dashboard UI/UX, car console UI/UX and driver-car interaction.
- Participated in smart driver assistant product vision explorations.