Phil 木村-Thollander

Product Designer.

About Me

Seattle-based product designer, hailing from New York.

In my spare time I craft tiki cocktails, submit emoji proposals (such as 🪄, 🗿, 🤏), mentor on ADPList, advocate for transit, read a lot of manga, and am working on my 한국어.

Contact

philkt.me

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914-874-6961

Skills

Visual design
Mentorship
Prototyping
VR/AR
Product strategy
Storyboarding
Front-end development
UX writing
Art direction

Tools

Figma
Origami
Framer
Illustrator
Photoshop
Blender
Unity
React
GraphQL
Git

Work

Product Designer — Meta
August 2018 - Today

Reality Labs VR (formerly Oculus)
Lead designer for privacy across Meta's Quest line of products:
- Designed the permissions model and privacy consents for eye and face tracking on the Meta Quest Pro, a first for the product line, to enable richer human presence in VR
- Architected the privacy settings for the new Meta and Horizon accounts
- Initiated a variety of pro-privacy features such as privacy indicators and store disclosures
- Scaled privacy access and knowledge for VR designers across the company by creating wikis, classes, and office hours to build a culture of privacy-by-design
- Learned to get comfortable with lawyers in my Figma files

Facebook App
Designer responsible for the #hashtags experience on Facebook:
- Crafted the product vision and owned design for discovery and creation features across News Feed and Search to drive sessions by 66%
- Supported cultural moments (e.g. Halloween, Coming Out Day) celebrated in the app increasing time spent and sharing on Facebook

Before hashtags I supported the Search team, focusing on video search:
- Responsible for the end-to-end flow from search history, typeahead, filters, and results page
- Increased time spent across Facebook and overall search traffic due to UX improvements

Education

M.S. Human Computer Interaction — Georgia Institute of Technology
Class of 2018

- Ran participatory design workshops as a research assistant for the Public Design Workshop to inform the development of smart cities for reseach and delived a report to the city of Atlanta
- Explored research questions in VR around notifications and gestural communication
- Wrote a Master's thesis on cultural representation in emoji, exploring the imbalance of country distribution and proposed several candidates for introduction to the Unicode standard

B.S. Computer Science — Stony Brook University
Class of 2016
Minors in Digital Media, History

- Studied data structures, algorithms, and C before realizing I wanted to do design work and started taking classes on 3D modeling and animation, visual design, and digital art

Publications

Examining the "Global" Language of Emojis: Designing for Cultural Representation
Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems

NotifiVR: Exploring Interruptions and Notifications in Virtual Reality
IEEE Transactions on Visualization and Computer Graphics 2018