

# 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

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### Skills

Visual design

Prototyping

VR/AR

Product strategy

Storyboarding

Front-end development

UX writing

Mentorship

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 social 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 development of smart cities and delivered 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

## Projects

### Tachiyomi

Open-source Android app, 19.7K stars on Github

- Founding designer for most popular open-source manga app on Android
- Created the logo, named the app, and designed the UX for the initial releases