Hiroo Aoyama

Product Designer
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About

8+ years focused on AI-powered workflows and 0→1 products
I like to bring cross-functional teams together to observe and understand users.

Experience

Adobe

AI User Experience Designer
Feb 2024 – Feb 2026

• Defined AI design principles for Acrobat (speed vs quality, input vs autonomy)
• Led end-to-end design for AI creation workflows from PDFs
• Built reusable AI design component library that scales to new artifacts
• Grew AI assistant MAU from 2% to 10.3% (~145K MAU)

Zenni Opticals

Senior Product Designer
Mar 2023 – Feb 2024

• Defined the app's purpose and reframed it around loyal, repeat customers
• Revamped Virtual Try-On, increasing conversion from ~0.5% to 11%
• Introduced regular user feedback reviews and team jam sessions
• Mentored two junior designers on product and interaction design

WhatsApp

Product Designer
Jan 2021 – Jan 2023

• Supported 0→1 product scoping through on-the-ground research in Brazil
• Helped shift leadership focus from payment wallet to seller-first business tools
• Designed seller and buyer experiences across iOS, Android, and Web
• Launched an MVP supporting 52M+ SMBs in Brazil

Instagram

Product Designer
Oct 2020 – Jan 2021

• Led design sprints defining fan delight in live creator experiences
• Prototyped and tested fan tipping using Origami (badges, real-time feedback)
• Launched monetization tools used by 10K+ creators

Education

Georgia Institute of Technology

M.S. Industrial and Product Design
Presented at CHI Conference 2020

Emory University

B.S. Biophysics

Hobbies

Vibe code

Own design portfolio
Stampbook iOS app
Make 24 - Simple Math Game

Volleyball