



Hiroo Aoyama

Product Designer
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Portfolio link: [here](#)

Design Principle

I take the time to understand people's latent behavior.

Experience

Adobe

Product Designer
Feb 2024 – Now
• Empowering people with GenAI

Zenni Optical

Sr. Product Designer
Mar 2023 – Feb 2024
• Uncovered why the company needs a mobile app, with UXR and DS
• Launched Virtual Try-On and personalization to re-engage 30%+ users
• Managed 2 UX designers and 1 content designer on their career growth

Meta - Payments in Brazil

Product Designer
Jan 2021 – Nov 2022
• Launched MVP for 52 million SMB's in Brazil to sell on WhatsApp
• Flew to Brazil to understand local behaviors and led 0->1 scoping efforts
• Influenced leadership to launch business tools rather than payment wallet

Meta - Instagram Live

Product Designer
Oct 2020 – Jan 2021
• Launched tools for 10K+ creators to help monetize during live
• Led a design sprint to understand what delight means for fans

Meta - Facebook Events

Product Designer
Aug 2020 - Oct 2020
• Launched Paid Online Events as a ramp up project
• Migrated components from Sketch to Figma and built its library

Education

Georgia Institute of Technology

M.S. Product and Industrial Design
Thesis: AR tool for Occupational Therapists
Published on CHI Conference

Emory University

B.S. Biophysics

Others

Passion

- Latent behavior
- Design jam
- Presentation

Personal Projects

- [JUUL usage dashboard](#)
- [PlayStation help chatbot](#)
- Robinhood News
- [Ponder poetry app](#)
- [Data-viz Figma components](#)
- [Reusable Figma file structure](#)

Hobby

- A24 movies
- Volleyball