



# Hiroo Aoyama

Product Designer

hirooaoy@gmail.com • <https://hirooaoy-portfolio.vercel.app>

## 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

### Volleyball