



# 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