



kian lavi (he/they)
product designer

kianlavi@gmail.com
(310) 270-5700

kian.design

currently a senior
designer at whatsapp

it's pronounced key-on

experience

whatsapp ↗

senior designer

2023–

- building out click-to-whatsapp business messaging in india
- partnering with legal staff to respond to cases in brazil and india

meta: new products experimentation ↗

lead designer

2022–2023

- led design for an ai-based, online multiplayer dungeons and dragons video game for iphone and tabletop
- creative directed a staff of fantasy writers, designers, and illustrators, focused on worldbuilding and character design

instagram ↗

senior designer and ethicist

2021–2022

- designed and shipped education hub, a set of resources for parents of teens and children on instagram, in partnership with leading youth privacy experts
- researched youth-specific transparency and controls for meta's family center, resulting in a knowledge library for other designers

facebook: privacy ↗

senior designer and ethicist

2020–2022

- led a team of designers to ship privacy center, meta's first tool to view/manage data across facebook, instagram, and messenger
- shipped a redesigned access your information and off-facebook activity, visualizing data the facebook app has access on you

facebook: ad targeting ↗

senior designer and ethicist

2017–2020

- advocated for a safer and more equitable targeting platform, resulting in disabling so-called multi-cultural affinity targeting and disabling third-party data in ads

kian lavi design ↗

design strategist and advisor

2015–2017

- created hiring strategy and led design for clients like MakerSights, Boost Media, DealSite, Nova.ai, and FirstLine

sony electronics ↗

human factors engineer

2013–2014

- collaborated with tokyo hardware ux team to ship redesigned ergonomics for the playmemories app and qx100 lens camera