



**kian lavi (he/they)**  
product designer

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[kian.design](http://kian.design)

i'm a product designer

currently a senior  
designer at whatsapp

it's pronounced key-on

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## 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

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

### instagram ↗

senior designer and ethicist

2021–2022

- led design for instagram's education hub, a set of resources for parents of teens and children on instagram
- led a research and design effort to build standardized transparency and controls, for meta's family center

### 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
- redesigned access your information and off-facebook activity, which visualized the data the facebook app had access to 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 design and hiring strategy for clients like MakerSights, Boost Media, DealSite, Nova.ai, ProductBio, and FirstLine Medical

### sony electronics ↗

human factors engineer

2013–2014

- collaborated with tokyo hardware team to propose new ergonomics for the qx100 lens camera and playmemories app