

SohajBrar

Product Designer with 11 years of experience leading teams humbly with innovative solutions, achieving over \$1B in estimated impact.

EXPERIENCE

Meta • Lead Product Designer

JAN 2020 — PRESENT • SAN FRANCISCO, US

- **Ads Manager Growth:** Set up and scaled the growth design process across 5 teams, leading 5 designers. Through incremental data-informed enhancements, my designs led to \$320M+ revenue for the company. Formulated growth strategy and collaboration models with 70+ experiments.
- **Partnership ads:** Developed the north star vision and product strategy for co-creating ads with Instagram creators. Led cross organization design efforts across Instagram, Facebook and Ads manager, generating \$40M in revenue.
- **Advantage+ Creative:** Lead designer for scaling the flagship automation tool, enabling advertisers to enhance ad creative with GenAI and other optimizations.
- **Meta Business Suits app:** Helped launch end-to-end ads experience for 0-1 MBS mobile app for small businesses. ★ 4.7/5 rating

Oracle • Senior Product Designer

OCT 2018 — JAN 2020 • REDWOOD CITY, US

- **Contracts & Purchasing:** Led the design & research efforts to redesign Oracle's contract & price management solutions for healthcare organizations. North star prototype presented at Oracle Open World'19.
- **Procurement:** Designed Oracle's new Self Serve Procurement mobile app. Worked with cross-functional team to develop the web app.

Monotype • Senior Interaction Designer

JUL 2014 — JUL 2017 • NOIDA, INDIA

- **Swyft:** Envisioned product strategy for brand engagement for instant messaging app which led to the acquisition of Swyft Media for \$27M. Subsequently led the team in designing Swyft mobile apps, achieving 10M+ downloads and generating \$8M+ in revenue in 2016
- **Owlie:** Conceived a new idea 'Owlie' that helps in simplifying decision-making process. Designed end-to-end experience of the mobile app and website. #4 on ProductHunt.
- Designed experiences for the solutions such as FlipFont app (+200% inc in userbase), MOSAIC, catalog.monotype.com

Past experience • UX Designer

2011 — 2014 • INDIA

- **Commonfloor:** Designed, for one of India's leading real estate startup, Map based property search portal and mobile app for brokers to manage their businesses.
- Consulted start ups and industry leaders in United States and India on Customer Experience including Help-Full, JP Morgan Chase, Aam Aadmi Party, Startgrid, CDCLabs, Ravi Sharma Ex-CEO Adani, Cloudchowk and more.

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NOTABLES

Initiated 2 business ventures
in a) Decision-making on instant messaging apps and b)
Empowering seniors with tech.

Mentor to 100+ designers
Host design classes, talks,
custom-designed UX course and
1:1 mentorships.

Products featured in
Tech Crunch, Fast Company,
Business Wire, Product Hunt,
UXCollective, UXPlanet etc.

Internationally recognized
Reddot design concept award'24
6 Indigo design awards'24 and
SFDesign Week award'24

SKILLS

Specialities

Leadership & design strategy,
Design Mentorship,
Growth Design,
Cross functional collaboration,
Systems Thinking, Storytelling,
Design excellence & prototyping

Domain expertise

General Artificial Intelligence
Social media & Ad Tech
Supply Chain & E-commerce
Software as a Service (SaaS)
Metaverse (AR/VR)
Healthcare

Tools

Figma • Framer • Unity
Adobe Creative Suite
HTML • CSS • JS • C#

EDUCATION

CCA • MDes in Interaction Design
AUG 2017 - AUG 2018 • SF, US

IIT-Roorkee • Btech & Mtech
AUG 2009 - JUN 2014 • INDIA