

Erin Yang

Product Designer | AI Products & Consumer Mobile

Product designer, 10 years (5 at Meta), turning **AI products and consumer mobile** into shipped systems at scale — from the Ray-Ban Meta glasses to the Meta AI app, with 0-to-1 range into AR and robotics.

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San Francisco Bay Area

Experience

Meta | Senior Product Designer | 2021 - now

AI Products Consumer Mobile Retention Systems Data Dashboard AR/MR Robotics

- **Ray-Ban Meta AI glasses - Listening Experience.** Led the core audio experience as design lead and interim PM, aligning Spotify and six other platforms across 8 teams and 30+ engineers for the glasses' most-used feature across **9M+** devices and its Meta AI companion app.
- **Meta AI app - E2E Retention System.** Owned retention end-to-end from purchase through day 45+, reframing scattered one-off nudges into a single lifecycle operating model. Shipped the day-30 recap as the flagship moment, building its motion and UI as production code through an AI-native workflow.
- **Robotics, FAIR - Human-Robot Interaction research.** Defined the designer's role on a robotics-scientist team from scratch and invented a 1:1 VR + Wizard-of-Oz study method to study human-robot interaction before reliable hardware existed.
- **3D and spatial interaction (AR/MR).** Designed 3D and spatial interaction systems across AR/MR, defining how digital objects live in physical space, from individual augments to the Adaptive-to-Space principle.
- **Risk-control data dashboard.** Consolidating 90+ signals into a self-serve tool that helped operations and product teams detect issues and reduce manual reporting.
- **Mentorship and collaboration.** Raised design quality across teams through critique, mentorship, 30+ candidate interviews, and cross-functional alignment with product, research, engineering, and external partners.

23andMe | Product Designer | 2020-2021

- Owned design for a lifestyle dashboard connecting genetic insights to health habits, helping users turn recommendations into clearer daily actions.
- Created Family Tree sharing flows for close family and friends, extending a personal genetics feature into a collaborative consumer flow.

Walmart | Product Designer | 2018-2020

- Led experience architecture for a family-friendly movie and TV platform across 4 surfaces: web, mobile, TV, and Oculus.
- Restructured content detail pages and marketplace home to improve information hierarchy, navigation discovery, and viewing decisions.
- Simplified the payment flow from **12 to 3** paths, reducing purchase complexity across subscription and transaction scenarios.

Cognitive Operational Systems | UX Designer | 2016-2018

- Built an in-store AR wayfinding app and 3D web tools for retail managers to optimize product placement.

Education

University of Pennsylvania

Master of Architecture
Emerging Design and Research
Certification

Hefei University of Technology

Bachelor of Architecture

Skills & Tools

Design

AI products
Mobile design
Web design
Data dashboard
AI wearable, smart glasses
Voice interaction
AR/MR and 3D UX
Robotics
0-to-1 product strategy
UX interaction models
Systems design

AI-Native Workflow

Claude Code, Codex
Google Stitch, Weavy AI
Manus, Figma Make

3D and Prototyping

Unity 3D, Blender
Maya, Rhino 3D

2D and Video

Figma, Adobe Suite
Final Cut Pro