

Erin Yang

Product Designer · AI Products & Consumer Mobile

✉ erinyiyang@gmail.com 📞 315-396-7624 📍 Bay Area 🌐 www.erin-yang.com 📄 linkedin.com/in/erin-yi-yang

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

Experience

Meta · Senior Product Designer

2021–2026

AI Products Consumer Mobile Retention Systems AR / MR Robotics

- **Ray-Ban Meta — 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.
- **AR/MR exploration.** Defined how digital objects live in physical space across AR glasses and MR headsets — from augment explorations to the Adaptive-to-Space principle.
- **Design leadership.** Interviewed 30+ design candidates, mentored designers, and operated as the connective lead across product, research, engineering, legal, and external partner teams.

23andMe · Product Designer

2020–2021

- Led design for a lifestyle dashboard connecting genetic insights to everyday health habits, plus Family Tree sharing flows for consumer genetics users.

Walmart · Product Designer

2018–2020

- Led experience architecture for a family-friendly streaming service across web, mobile, TV, and Oculus, simplifying the payment flow from **12→3** paths.

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, web, AI glasses, AR/MR, robotics, spatial & 3D interaction, 0→1 product strategy, interaction models, systems design
AI-Native Workflow	Claude Code / Codex, Manus, Google Stitch, Weavy AI, Figma Make
3D & Prototyping	Unity 3D, Blender, Maya, Rhino 3D
2D & Video	Figma, Adobe Suite, Final Cut Pro