

# Angela Xie

**Designer with 7 years scaling AI, monetization, commerce, and social products. I turn ambiguity into shippable systems at scale.**

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## Experience

### Facebook Monetization

2022 - Present

Senior Product Designer

Leading ad design across 6+ surfaces, primarily Home Feed (~40% Meta revenue).

- Designed **Ad extension** from start to launch, driving \$31B annual run-rate.
- Defined **Ad format personalization** framework, integrating UX-thinking into ML models: projected 1% incremental revenue (~\$3.6B cumulative over 2 yrs).
- Led growth strategy for **Boosted Marketplace Listings**: in 5 months grew its daily revenue by 57% (\$700K → \$1.1M) + reached 1M daily advertisers.
- Initiated and led **Marketplace Rest-of-World** investment: formed a new team with 14 headcount; projected 0.14% iRev (\$275M/yr) and 0.07% DAU over 4 yrs.

### Facebook Commerce

2021 - 2022

Senior Product Designer

Led **Visual Search** – a product for seamlessly discovering commerce products from any Facebook content ([SocialBarrel](#), [Engadget](#)).

- Launched 3 features in 6 months, driving +3.5% PDP views
- Defined strategies and aligned stakeholders across 7+ high-traffic FB surfaces.

### Messenger & Instagram

2019 - 2021

Product Designer

Founding team for 0-to-1 experiences of **Messenger Rooms**, a flagship competitor to Zoom during COVID ([TechCrunch](#)).

- Grew core features to drive connection rates: Call Links (+4.8% DAU), Notifications (+2.46% DAU), and In-Call Chat etc.

### Google AI UX

May - Aug 2018

UX Design Intern

Designed and prototyped the entire experience for **Bilingual Room**, a translation-enabled conference space for natural communication across languages.

### CMU HCI Institute

2017 - 2018

Research Assistant

Designed 2 research projects under Professor [Anind Dey](#):

- A data tool for a ML model predicting human routine behaviors ([publication](#)).
- A dashboard for medical professionals to transform mobile device context data into medicine compliance tracking insights.

## Skills

### Design

Product strategy  
Systems thinking & framework  
Interaction & motion  
Mobile & large screen  
Sprint facilitation  
UX research  
Data visualization  
Digital illustration

### Build

Prototype with AI (Cursor, Xcode, Nest, Figma Make) and design tools (Figma, Origami, Principle).

Ship production code with Claude Code (HTML/CSS/JS, Python, iOS/Android Native).

### Soft

Design leadership  
Cross-functional collaboration  
Operations improvement  
Mentoring  
Interviewing

## Education

### Carnegie Mellon University

Class of 2019

B.S. Human-Computer Interaction  
B.S. Psychology