

Lesley Ying

Product Design · System Strategy · AI-Tooling

Senior Product Designer specializing in systems-driven product design; leveraging technical craft, product thinking, AI judgment, and cross-functional fluency to scale high-impact solutions.

lulufaye85@gmail.com · lesleyying.com · linkedin.com/in/lesleyying

EXPERIENCE

Meta

07/2021 – 07/2026

Senior Product Designer

Facebook Design System 01/2024 – 07/2026

- Led the creation of new components, patterns for the Facebook app.
- Partnered with product teams to scale system adoption across core app surfaces (Feed, Search, Notification).
- Established system variants, engineering specs, usage framework and accessibility standards (MVA5 guardrails); created MetaAI component for Facebook using Claude Code for specs, agentic component pipelines, and Cursor + Xcode for visual refinement.

Facebook Profile System 10/2022 – 12/2023

- Led Facebook profile settings decluttering, simplification work and Reels tab integration as part of the app-wide "content-first" evolution effort.

Facebook Marketplace Growth 07/2021 – 09/2022

- Drove 0-to-1 Marketplace buyer and seller growth projects, designing acquisition, conversion, and retention features.

Intuit

01/2021 – 07/2021

Product Designer (Contract)

Virtual Expert Platform

- Led design for a next-generation B2C web platform for virtual small-business owners, with AI-capabilities that streamline customer relationship management.

Walmart

08/2018 – 01/2021

Product Designer

Grocery Point-of-Sale

- Designed in-store point-of-sale and payment apps for customers and associates, as well as Grocery fulfillment and customer feedback features.

Awake Design

07/2017 – 02/2018

UI/UX Designer

Puma; Les Mills

- Designed UI/UX features for global retailer apps in the luxury, sportswear market.

SKILLS

Design Systems: System framework & governance · Product partnerships & strategy · Design language · Accessibility standards (MVA5)

AI-native workflow: Cursor, Xcode, VSCode · Agentic component pipelines

EDUCATION

Istituto Marangoni

2010 – 2011 · MA, Fashion eCommerce

Académie Internationale de Coupe de Paris (AICP – IFA)

2004 – 2008 · BA, Fashion Design & Technology