# xiao song.

Product designer · 8+ years

EXPERIENCE

## Meta

Sr. Product Designer, Tundra Technical

November 2025 – September 2026

- Supported bringing WhatsApp marketing messages into **WhatsApp Manager**, Meta's own tool in Meta Business Suite, for small and medium businesses.
- Visualized how **Meta's business agent** would collaborate with a business on strategy, build, and delivery, including a first try for a business new to the tools.
- Narrowed developer onboarding through the API from **44 steps across five surfaces to 17 steps on one**.
- Designed onboarding and creation for WhatsApp marketing messages on **Shopify and WooCommerce**.

## DoorDash

Sr. Product Designer

April 2025 – August 2025

- Designed DoorDash's **first Parcels product**, bringing separate manual workflows into one web and mobile tool for frontline logistics.

## Meta

Sr. Product Designer, TEKsystems

October 2022 – September 2024

- Supported the end-to-end integration of WhatsApp marketing messages into ads creation in Ads Manager, projected to add **$1.4B in revenue by 2026**.
- Joined a small design team for the opening sprint, then led **budgeting and post-creation reporting** with the vertical ads, marketing messages, and metrics teams.

## LiveControl

Lead Product Designer

August 2021 – September 2022

- Led **Studio**, software for remote control of PTZ cameras, from discovery through product-market fit and a **$30M Series A**. Operators could follow people and cut between cameras at a venue, without a full production crew.
- Set the **design system** for product and marketing, leading the graphic, brand, and visual designers on it.

## Walmart Labs

Sr. Product Designer

July 2019 – August 2021

- Led modular search on Walmart.com from idea through test to launch. **Top Picks and inline filters** cut the path to cart by **about 30%**, from about 20 clicks to about 14.
- Designed a pre-checkout tipping step, and tip rates rose by **more than 20%**.
- Launched traceable tender so in-store receipts joined the online account for **37M+ customers**.
- Led fulfillment in the app across pickup, warehouse shipment, and store delivery, so a shopper could see whether an item came from a store or a warehouse, for groceries and the rest of the online inventory.

## Awake

User Experience Designer

August 2017 – July 2019

- Designed Kering store-app features for **20K+ associates**, and helped lead the redesign of Plume's customer site after its Series B.

BIO

I like solving complex problems. I collaborate with AI agents to simplify the work, so more of my time goes to my team and to what matters most for our users. I love skiing, golf, and basketball.

EDUCATION

## Rhode Island School of Design

BFA, Industrial Design, class of 2017

SKILLS

I still use **Figma** for the system and the states.

Wherever I can, I collaborate with **AI agents** on the work that doesn't need me all day: HTML and CSS, specs, and the files that used to live in Framer, Zeplin, Adobe, Jira, and Confluence.

CONTACT

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