

Euna Kwon

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San Francisco, CA

PRODUCT & VISUAL DESIGNER

Design Systems · Mobile & Android UX · Interaction Systems · Platform Quality

Product designer with 10+ years across Meta, Facebook, Airbnb, and Apple — specializing in design systems, Android UX, and interaction patterns for consumer platforms at billions-of-users scale, turning systems work into measurable product impact.

EXPERIENCE

Meta — Product Designer, Design Systems

Sep 2022 – Present · San Francisco, CA

- Founding designer on Meta's Blueprint design language team — shaped the strategy that scaled the system from 12 to 15 foundational areas (1.0 → 2.0).
- Led three core pillars — Spacing, Shape, and Material — with scalable rules adopted across Facebook; Shape rolled out with engineering across 700+ implementation tasks at a neutral topline, no regressions.
- Shipped a Feed spacing reduction (8dp → 4dp) that drove statistically significant gains across top-line Feed metrics — sessions, time spent, video views — on iOS and Android.
- Designed material and background-blur treatments for immersive surfaces, with measurable engagement wins on Reels sessions and Photo Viewer sharing.
- Built the Collapsible Unit component from design through Marketplace and PDP experiments to adoption in the shared Blocks code library (Android & iOS).
- Lead Android design quality initiatives supporting ~75% of Facebook's global users on Android, integrating AI-assisted prototyping workflows into scalable systems exploration and interaction design.

Meta — Senior Production Designer, Design Language

Jul 2021 – Sep 2022 · San Francisco, CA

- Refined Meta's design language across Feed and content surfaces through layout systems and component work, improving Android and mobile consistency.
- Advanced design-system foundations through component documentation, prototyping, and reusable frameworks.

Facebook — Production Designer, Design Systems

Jul 2020 – Jul 2021 · San Francisco, CA

- Built and documented the design-system sticker sheet for the Entertainment org — Watch, Gaming, Music, Live, and Audio.
- Partnered with designers, engineers, and DPMs to streamline handoff; built animation and illustration libraries for prototyping and onboarding.

Airbnb — UX Production Designer, Design Systems

Aug 2019 – Jul 2020 · San Francisco, CA

- Built scalable email design-system workflows for the Growth and Traffic org, partnering across UX, engineering, QA, and research.

Apple — Senior Designer / Production Lead Designer

Jul 2013 – Aug 2019 · Cupertino, CA

- Designed and localized digital experiences and marketing assets for Apple Music and Marcom; led production across web, motion, and presentation surfaces and supported Korean and Japanese localization with global teams.

SKILLS

Design

Design Systems

Interaction & Motion Design

Mobile & Android UX

Platform Quality

UX Strategy

Prototyping & Experimentation

Accessibility

AI-Assisted Workflows

AI-Assisted Prototyping

Design Workflow Automation

Rapid Interaction Exploration

Tools

Figma

Xcode

Android Studio

Cursor

Claude

Adobe Creative Suite

EDUCATION

Academy of Art University

MFA, Visual Development · San Francisco, CA

University of Westminster

BFA, Animation · London, UK

UC Berkeley Extension

UX Design · Berkeley, CA