

Nick Zhou.

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SEATTLE · REMOTE

EXPERIENCE

Meta

2021 –
PRESENT
SEATTLE

Senior Product Designer.

GROWTH · AI GLASSES · QUEST · META.COM

Grew Facebook, Instagram, Messenger and Threads topline metrics. Led design for Meta's AI glasses discovery and sales experiences. Introduced AI-assisted workflows behind the team's agentic design experiments.

01 – 2025 · DESIGN LEAD

AI glasses ecosystem

I designed bridges between Meta's apps and AI glasses. I built the flow that helps people discover, virtually try on, and shop AI glasses in their day to day interactions.

+9% GLASSES AWARENESS BOOST **+15%** SALES BOOST VIA META APP

02 – 2024 · CROSS-APP SYSTEMS

Cross app tag system

I designed a system that lets people tag friends across different apps and paired it with privacy controls so users can decide exactly how and when they want to be reached.

85% NOTIF WANT RATE **+40%** MORE DAU GENERATED BY TAGS/MENTIONS

03 – 2023 · GROWTH + AI

Growth notifications

I designed email across Meta's products and introduced AI tools to the work process to help the team move faster, ship better work, and drive topline growth.

+60% DESIGN EFFICIENCY BOOST **+30%** EMAIL CTR BOOST

Meta

06 –
09.2020

Product Design Intern · Community Help

Shipped search and Facebook group integration improvements as part of Meta's Covid response.

Alibaba

06 –
09.2019

Product Design Intern · Tmall Retail

Shipped a Taobao acquisition milestone and designed a campaign in the annual Double 11 event.

TEDxUofW

10.2018 –
05.2019

Product Design Intern

Designed the TEDx conference website with ticketing and streaming pages.

AWARDS



iF Gold.

2026 · TOP 0.75%



Red Dot

PRODUCT DESIGN



A' Design

DESIGN
COMPETITION



Core77 Design

RUNNER-UP



Mood Design

EXHIBITION

EDUCATION

University of Washington

B.S. Informatics · Human-Computer Interaction track · Dec 2020

LANGUAGES

English · 中文

