

ETHAN VASQUEZ

Senior Product Designer | New York, NY | ethanvasquez.com | ethanvasquez94@gmail.com | 760-274-3140

I'm a pragmatic, analytical, and evidence-driven Product Designer with extensive experience shaping user experiences at high-profile organizations, spanning Enterprise, B2B, B2C, and AI products. Adept at end-to-end product development, cross-departmental collaboration, and translating initiatives into impactful solutions.

WORK EXPERIENCE

ROKT

Senior Product Designer - Advertiser Platform | April 2024 – Current

- Streamlined the advertiser content review process by integrating LLMs, automation, and UX enhancements, reducing review time by 50%, cutting error rates by 200%, and saving millions annually.
- Launched a generative AI tool to provide advertisers with content ideas, driving greater ad diversity, boosting performance, and strengthening the company's machine learning model.
- Implemented a new design system, enhancing platform consistency, scalability, and brand identity.

NEW YORK METS

Senior Product Designer - Baseball Systems | April 2023 – Mar 2024

- Designed an analytics dashboard & 3D viewer to visualize over 10,000+ player measurements to enable coaches, sports scientists, biomechanists, and sports medicine staff to maximize player output and availability.
- Led the project as the sole designer from ideation to launch, which included establishing the design system and information architecture and collaborating with a team of 6 engineers, product manager, technical product manager, analytics, data engineers, as well as coaches, players, and other baseball staff.
- Crafted responsive, accessible designs for mobile, tablet, web, color-blind users, and non-English speakers.

META (FACEBOOK)

Product Designer - Messenger | Sep 2021 – Feb 2023

- Led the product strategy, design, and execution of 3 in-app feedback channels, increasing user feedback volume by 14x and improving user feedback quality by adding 40+ user and device logs.
- Completed various design projects for the Growth team as part of an initiative to reduce user churn; these projects increased friending and opt-in rate for push notifications, ultimately leading to wins in retention.
- Established in-app communication guidelines for Messenger Kids, which led to both a less disruptive, more intuitive experience for users as well as increased efficacy of upsells, resulting in higher CTR and engagement.

Product Specialist - Facebook, Messenger, & Instagram | Jan 2019 – Aug 2021

- Led the strategy, design, and execution of the company-wide Top User Issues Report that is sent to Mark and other top execs each quarter; this report encompasses 8 products and requires coordination of 100+ people.
- Leveraged user feedback and root cause analysis to resolve top user issues and shape product direction for Messenger and IG. Supported numerous company high-priority launches including the Messenger Web re-design, global rollout of Messenger Kids (170+ countries), and Messenger & IG cross-app communication.

EDUCATION

PRINCETON UNIVERSITY

B.A. Geosciences, Certificate in Environmental Studies | 2012 – 2016

SKILLS

Tools: Figma, Sketch, Adobe Creative Suite, Jira, Asana, Zeplin **Languages:** Python, SQL, HTML, CSS, JavaScript

UX Skills: Product Strategy, User Research & Testing, Wireframing & Prototyping, UI/UX Design, A/B Testing