

Paula Narvaez

Senior Product Designer

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EXPERIENCE

Meta (Facebook) Senior Product Designer

New York City | Jul 2022 – July 2026

- Shipped a 4-year-stalled redesign of a cluttered core Facebook experience in 4 months, from 14+ controls to 4, securing executive approval, aligning 10+ cross-functional teams, and reaching 3B users.
- Co-designed Facebook's adaptive UFI in my first year, a context-aware Like/Comment/Share system personalizing core feed interactions for billions, sweating the details of a moment-to-moment interaction.
- Architected 60+ pattern packages across 15+ component types in Figma as FB Design System's sole patterns designer, authoring 100+ component specs and driving design quality scores from 10% to 95% against FB's internal 80% quality bar.
- Ranked top 5 of 210 designers for AI-native practices, shipping 10 production code diffs and lifting quality across 1,100+ accessibility and localization specs (top 5 on Meta's quality leaderboard, 95%+ quality).
- Partnered with cross-functional engineering and content-design counterparts to define FB and Messenger's cross-app design standards, shaping the governance model, review criteria, and quality bar across surfaces; reviewed 100+ proposals as lead design reviewer.
- Championed FB's prototyping mentorship program and co-authored "Think Like YA, Build for YA," a cross-org framework adopted by 200+ designers.

Google Nest UX Designer II

New York City | Jul 2021 – Jul 2022

- Built a modular email design system and style guide adopted org-wide, architecting 60+ emails across marketing, service, payment, and transactional touch-points for the Nest Renew launch, exceeding click-to-open rate target by 2x at first batch send.
- Achieved the first WCAG AAA accessibility rating at Nest.

Dolby Laboratories UX Designer

San Francisco | Jan – Jul 2021

- Led cross-platform design for the first Dolby livestream concert crafting a visually immersive brand experience in Dolby Vision and Dolby Atmos, hitting 80% viewership and 45 minutes uninterrupted.
- Conceived Create App, a Dolby Vision creator tool for influencer-to-pro video workflows. Won Global Marketing Challenge & Idea Quest 1st Place.

Freelance UX Designer

New York | July 2020 – July 2021

- Launched Hula from 0 to 1 as founding designer, a consumer social app that grew to 8,000 daily active users in NYC.
- Co-taught 100+ career-changers UX fundamentals, design thinking, and design craft at General Assembly.

EDUCATION

M. Landscape Architecture

U. of Pennsylvania, 2016

B. Architecture

U. of Southern California, 2014

High design craft, spatial systems thinker across natural, built & digital environments

SKILLS

Domains

- 0 to 1 product design
- AI-native workflow
- Cross-functional leadership
- Consumer mobile design
- Design systems
- Design language
- Interaction design
- Shipping at scale
- Visual design

Industry Knowledge

- A/B experimentation & analysis
- Accessibility / i18n
- Cross-platform design
- Design QA / QC
- High-fidelity prototyping
- High quality + design craft
- Product Strategy

Tools

Figma · Claude · Cursor · VSCode

Community

- Latin@ Meta, Comms Chair
- EDM Club @Meta NYC, Chair
- FB Design Prototyping, Mentor
- ADPList.org, Mentor
- Girls in Tech @ USC, Mentor
- DEI Bridge to Tech, Volunteer

