

Monica Lin

Portfolio: monicalin.xyz ↗

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EXPERIENCE

Meta, Reality Labs · New York, NY

Aug 2022 – Jul 2026

Senior Product Designer · *Design Lead for VR Education*

Aug 2024 – Jul 2026

- Established a 0→1 VR education framework to reduce user churn from unclear 3D device interactions & poor feature discovery, increasing learned skill reuse from **31%→84%** and 30-day retention **+22pp** in A/B tests.
 - Created modular, in-context teaching patterns leveraging 3D space to replace standard notifications, boosting the rate of users immediately trying the skill from **4%→78%**.
 - Set success metrics & launch criteria with data scientists, using organic discovery & retention signals to classify 120+ device features by user-need criticality and prioritize 20 for immersive teaching.
 - Deployed production code that removed 18 low-value feature notifications from the VR platform.
 - Scaled the workflow across 32 VR teams, developing an AI tool to operationalize the education framework and cutting cross-functional coordination time from **8+ weeks → 1 day**.
- Owned strategy, roadmap, and redesign of the system navigation tutorial seen by every Meta VR user, raising core feature adoption **+19pp** and new user sessions **+27%** over 30 days vs. the legacy experience.
 - Directed its color, motion, and sound with the art team and redefined the entire tutorial's narrative, increasing total tutorial engagement with **78%** fewer skips while cutting runtime by **59%**.
 - Built and presented live Unity demos in weekly director, **9 VP**, and **2 C-suite** reviews, securing approval to combine 3 modules into 1 flow and engineering resources to replace abstract UI with real system UI.
 - Triaged 450+ UI polish issues to shorten engineering handoff by **3+ weeks**.
- Shipped Meta AI's conversational help layer with AI engineers, improving help accuracy from **45%→87%** and making it the first choice for **88%** of help-seekers.
 - Defined Meta AI's query intent schema with UXR and added fallback logic for ambiguous requests to achieve **95%** routing precision across ~75K monthly help queries.
 - Designed the help response policy governing when Meta AI explains, acts, or hands off by integrating the education framework's infrastructure, lifting weekly AI queries **+28%** over 6 months.
- Led a workshop coaching 37 designers to prototype & ideate with AI and coded an internal resource hub for AI workflows, tools, and tips used by **180+** designers across Meta Reality Labs.
 - Directly mentored 6 junior designers on bringing AI into their everyday workflows.
- Streamlined design practices by launching custom Figma templates & guidelines, achieving **100%** adoption among **350+** designers.
- Promoted **twice in two years** to Senior Product Designer, then rated **"Greatly Exceeds"** (highest on the team) for 2025, the first full year at that level.

Product Designer I & II · *Designer on Enterprise Onboarding Experience*

Aug 2022 – Aug 2024

- Introduced a net-new VR sharing experience that nearly doubled social MAU from **~5.5%→10%** (+4.5pp).
- Overhauled new-user and enterprise Quest setup, reducing setup time by **49.2%** while raising avatar creation from **17%→100%** and pre-enrollment instruction completions from 65.2%→100%.

ADDITIONAL EXPERIENCE

Columbia University; Human-Computer Interaction Researcher

Sep 2020 – May 2022

Meta; Product Design Intern

Jun 2021 – Sep 2021

Tableau; User Experience Design Intern

Apr 2021 – Jun 2021

EDUCATION

Columbia University; **M.S.** in Computer Science (Computer Vision & Robotics) · GPA: 4.14

2021 – 2022

Columbia University; **B.A.** in Computer Science & Psychology · GPA: 3.80

2017 – 2021

SKILLS & TOOLS

Design Figma · Conversational UX · Design Systems · Interaction & Motion · Prototyping · Research

Code & AI Claude Code · React · Next.js · TypeScript · Python · Unity · HTML/CSS · Cursor · Vercel