

Annette Amaral

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About

Product design leader with 18+ years of experience who thrives at the intersection of complexity, scale, and craft. I bring a rare combination of strategic design leadership and hands-on execution — equally comfortable setting vision for a team of 10 and shipping pixels. Known for turning ambiguous, high-stakes problems into clear, elegant experiences that move the business. Deep expertise in design systems, accessibility (WCAG, EAA), user research, and AI-powered product design, with a growing edge in AI-enabled design workflows.

Skills

Figma · Adobe Creative Cloud · Design Systems · Accessibility (WCAG, EAA) · User Research · Interaction & Visual Design · AI-Powered Design · Claude Code · Figma Make · Prototyping · Mobile & Responsive Web · Design Leadership · HTML · CSS

Education

B. Architecture
Art & Design Minor
Cal Poly, San Luis Obispo

Meta

Product Design Manager // 2021 - Current

- Led design across experimentation infrastructure, localization, and accessibility; managed up to 10 designers across 4 product areas
- Built business case and secured \$25.9M in compliance funding; scaled accessibility coverage 620% across 7 product groups
- Shipped experimentation tooling adopted by 10+ teams running 400+ active experiments; exceeded efficiency targets by 38–49% three years running, recovering 41+ FTE in annual productivity
- Created and taught Meta's "Inclusive Design" curriculum, training 30+ designers per cohort

Product Design Lead // 2018 - 2021

- Architected Meta's computer-assisted translation platform with AI-powered expansion — growing source-word coverage from 20% to 73%, unlocking \$6.4M in annual operational savings
- Drove \$147M+ in measurable business impact across experimentation and research infrastructure
- Led crisis-response design for COVID-19 Symptom Survey Map — brief to shipped in under 4 weeks

Revel Systems

Lead Product Designer // 2016 - 2018

- Led end-to-end Back Office redesign; cut product creation time ~40% in usability testing
- Designed iOS onboarding achieving 83% walkthrough effectiveness and 92% sign-up completion

LaunchBadge

Senior UI/UX Designer // 2015 - 2016

Established the user-centered design practice; led end-to-end design and research across mobile, web, and enterprise client engagements.

Flagship Creative

UI/UX & Visual Designer // 2012 - 2015

Delivered UI/UX for mobile apps, websites, and branding; partnered closely with developers for high-quality execution.

Sports Warehouse

UI/UX & Graphic Designer // 2008 - 2012

UI/UX and visual design across 8 brands spanning e-commerce, retail, and in-house product design.

