ANNETTE AMARAL

SAY HELLO

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ABOUT

I'm a user-centered designer with 15+ years experience in product design, UI/UX, branding and more. I'm a natural problem solver rooted in inclusion and connection.

SKILLS

Proficiency in UX/UI design
Experience with design tools
User-centered research
Mobile app design
Responsive web
Product design
Information architecture
Prototyping
Branding
Illustration
Strong communication skills
Strategy & product thinking
Collaboration with cross-functional teams
Project management

EDUCATION

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

META [FACEBOOK, INSTAGRAM, WHATSAPP, REALITY LABS]

PRODUCT DESIGN MANAGER // 2022 - current

Design leader supporting teams across Meta's centralized platforms in creating valuable and user-friendly products that are well-crafted and support Meta's 4 billion users.

- Cultivate design talent and create inclusive culture for growth
- Work closely with global team of product managers, engineers, and other specialists to create high-quality experiences
- Manage multiple projects, ensuring deadlines are met and team members have clear goals for success

PRODUCT DESIGNER // 2018 - 2022

- Transform broad ideas into valuable solutions for Meta's product teams
- Design flows and experiences that simplify and distill down complex actions into usable interfaces
- Contribute to strategic decisions around the future direction of Meta products

REVEL SYSTEMS

LEAD PRODUCT DESIGNER // 2016 - 2018

Lead designer involved in all aspects of the product development process, from brainstorming product innovation to tweaking pixels, while contributing to high-level strategic decisions.

- Create user-friendly designs that make complex actions easy
- Participate in strategic discussions on the future of Revel products
- Present work clearly to the product team and leaders, explaining goals and concepts effectively

LAUNCHBADGE

SENIOR UI/UX DESIGNER // 2015 - 2016

Established user-centered design practices to support a portfolio of clients. Created UI/UX, led research, and shipped high-quality experiences for a variety of mobile and web products.

FLAGSHIP CREATIVE

UI/UX & VISUAL DESIGNER // 2012 - 2015

Created solutions for mobile apps, websites, and branding across an expansive portfolio of clients. Collaborated with other designers on concept development and product creation. Worked with developers to see designs executed at high quality.

SPORTS WAREHOUSE

WEB & GRAPHIC DESIGNER // 2008 - 2012

Provided project management, UI/UX and visual design for the 8 companies under the Sports Warehouse umbrella. Developed company branding, websites and product design for both in-house and outside clients.