Sophia Park

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EXPERIENCE

**Meta Superintelligence Labs ·
Staff Product Designer**
March 2024 – present
Led product strategy & design to
bring contextual AI experiences to
Messenger, Instagram & WhatsApp.

Instagram · Senior Product Designer
January 2022 – March 2024
Launched Broadcast Channels to
help Instagram creators to connect
with their audience in a lighter weight
way. Designed engagement features
to grow to 450M+ MAU.

Messenger · Product Designer
August 2020 – January 2022
Launched link-based video calling to
make sharing & joining calls more
seamless. Redesigned the video call
information architecture to scale
across Messenger, Instagram, and
Facebook video calls.

Messenger · Product Design Intern
May – August 2019
Designed and prototyped in-call
screenshotting feature with
customizable formats.

verynice · Visual Design Intern
July – December 2018
Designed print and digital production
projects for 2-3 clients a day.
Developed brand guidelines and UX/
UI interfaces for non-profit and for-
profit clients.

EDUCATION

University of Southern California
Class of 2020
Bachelor of Art. Minor in Web
Technologies and Applications

SKILLS

Design
Prototyping, vibe coding, product
strategy, user research

Tools
Figma, Origami, Cursor, VSCode,
XCode, Adobe Illustrator, InDesign