

SHELLY CHEN

Product Designer focused on craft, delight and vibe coding. ✨

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EXPERIENCE

Product Designer | [Meta Reality Lab](#) 2025 - Present

- Initiated an org-wide vibe coding education program for Metaverse designers, creating reusable mobile templates with **Cursor + Xcode** and authoring a starter guide for prototyping and shipping code.
- Led Horizon website redesign for Meta Connect, driving rapid engagement growth (+54% sessions and +57% unique visitors).
- Shipped six features across VR + mobile feed redesign, delivering polished animations and micro-animations using **Origami and Unity**. Launched publicly at Connect 2025.
- Raised the bar for **craft and quality** on VR feed by leading a Kaizen program that closed 32+ production gaps.

Product Designer | [Messenger & Instagram](#) 2020 - 2025

Messenger Broadcast Channel

- Lead designer.** Owned end-to-end design for **20 key projects** for Oct 2024 GTM; grew DAU **286K → 5M** (The Verge). Led **H2 Visual Roadmap Sprint and Interactivity Sprint**, generating 50 concepts that shaped Messenger and Instagram roadmaps.

Instagram Broadcast Channel

- Founding design team.** Scaled **10M → 124M DAU, 455M MAU** (CNBC, Yahoo News). Proposed 16 innovative fan lounge concepts, influencing Instagram Channels roadmap and creator engagement strategy. **Drove x-org alignment** for Challenge, Global Directory project.

Messenger Stories

- Led **H1 25' Stories Consumption Visual Roadmap** (six PO concepts). Led **Messenger Stories Craft Backlog**, identifying and shipping 29 craft opportunities. Championed interaction craft and delight using **Origami and Lottie**, pushing micro-animations and expressive motions.

Graduate Research Assistant | [Georgia Tech](#) 2018-2020

- Led the design and development of ALIGN, an app empowered visually impaired people to report and share information together.
- Published master report on 'Continuum: Designing for Seamless Cross-Device Transition' under Prof Gregory D. Abowd.

EXPERTISE

Design

Product design. Interaction design. Motion & micro-animation. Prototyping. Vibe coding. Product strategy. Design system.

Prototyping

Origami. Cursor + Xcode. Unity. Figma. Rotato. Lottie. Principle. Loom. Claude Code.

TALK & PUBLICATION

Meta | 2026

Stargazer: Metaverse Design Starter Guide for Vibe Coding.

San Francisco Tech Week | 2025

Kaizen XR: Create XR People Trust, Use, and Love.

Jacob Institute for Design Innovation at UC Berkeley | 2025

Craft as Play in Spatial Computing.

ACM CHI Conference | 2018

InfoNice: Easy Creation of Information Graphics.

Tencent blog | 2018

Machine Learning Guide for Designers.

EDUCATION

Georgia Institute of Technology

M.S. Human-Computer Interaction

Peking University

B.S. Computer Science