

# SHELLY CHEN

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

shellyxichen.com

xi.shellychen@gmail.com

404-820-3151

## 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 P0 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