



Juli Muñoz

Product Designer

www.julimunoz.com

julim.diseno@gmail.com

(408) 857 2199

Product-minded designer with 6+ years of turning vision into reality. Skilled across: User Experience, Interaction Design, Product Strategy, Growth Design, and Team Leadership. Most recently at Meta, owning the Threads growth experience end to end.

EXPERIENCE

Senior Product Designer

Meta - Facebook Feed, Threads Growth

Jan 2024 - Present

Led growth design strategy across social proof, activation, and retention for Facebook X Threads, translating ambiguous briefs into high-fidelity prototypes that drove alignment at leadership level and influenced roadmap decisions.

Product Designer

Meta - Facebook Profile

Aug 2021 - Dec 2023

Owned end-to-end design across a global product launch, from onboarding flows and activation surfaces to platform migrations and foundational patent contributions, driving meaningful improvements in new user engagement and unblocking key cross-functional decisions.

[Learn more](#)

Graphic & Web Designer

Culture.fun

Sept 2010 - jul 2012 - 2 years, Paris

Led design of logos, websites, wireframes, slide presentations, and brand materials while creating social media content and planning original marketing promotions, all under tight timelines and brand guidelines.

EDUCATION

MA Web design & New media

Academy of Art University

2019 - 2020, San Francisco

Bachelor's in Graphic Design

Politécnico Granacolombiano

2012 - 2016, Bogotá, Colombia

SKILLS

Design

E2E Product design

Prototyping

Design systems

Visual design

Android & iOS

Tools

Figma

Protopie

Codex

Claude

Soft Skills

XFN collaboration

Facilitating critiques

Embracing ambiguity

Continuous learning

Attention to detail

A/B experiment design

LANGUAGES

English

Spanish

CERTIFICATES

Equitable Language

Social Media Certificate

REFERENCES AVAILABLE
UPON REQUEST