

Juli Muñoz

Senior Product Designer



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SUMMARY

Senior Product Designer with 4+ years at Meta, most recently leading growth design for Threads across Facebook and Threads surfaces. Track record of shipping 0-to-1 systems and scaling them to tens of millions of users, with measurable impact on activation, retention, and daily engagement.

EXPERIENCE

Meta | Jan 2024 – Jun 2026

Senior Product Designer — Threads Growth (Facebook & Threads)

- Led growth design for Threads Montage, an onboarding and content-discovery surface, driving an 11.1% lift in iOS onboarding completion and a 5.2% increase in DAU.
- Designed Threads Social Proof placements on Facebook, driving a 9.6% increase in new Threads sign-ups and a 9.3% lift in Threads DAU from Facebook-referred users.
- Led design critiques and drove cross-functional alignment across product, engineering, and data science to unblock key roadmap decisions.
- Partnered closely with engineering, using working knowledge of technical constraints to scope feasible solutions early and reduce design-to-dev rework.

Meta | Aug 2021 – Dec 2023

Product Designer — Facebook Profile

- Served as primary designer on Additional Profiles (SOAP) for 3 years, owning the experience end-to-end across iOS, Android, Web, and FB Lite from 0-to-1 through scale to 56M+ monthly active users and 43M+ profiles created.
- Designed onboarding and activation flows that drove 42% week-2 retention among new profile creators.
- Built reusable identity-system design patterns that were adopted by other product teams, establishing a shared foundation for multi-profile experiences across the Facebook family of apps.
- Co-inventor on a filed patent for multi-profile identity architecture.

Culture.fun | Sep 2019 – Jul 2021

Graphic & Web Designer

- Designed logos, websites, wireframes, and brand materials, and produced social media content and marketing campaigns under tight client timelines.

EDUCATION

MA, Web Design & New Media — Academy of Art University, San Francisco, CA (2019–2020)

BA, Graphic Design — Politécnico Grancolombiano, Bogotá, Colombia (2012–2016)

SKILLS

Design: End-to-end product design, UX strategy, interaction design, prototyping, design systems, visual design, A/B experiment design, iOS & Android

Tools: Figma, ProtoPie, Codex, Claude

Collaboration: Cross-functional collaboration, facilitating design critiques, embracing ambiguity

Languages: English (fluent), Spanish (fluent)

Certificates: Equitable Language, Social Media Certificate