Wayne Sun
Product Designer

I'm a designer who cares about making everyone's lives easier.. users, colleagues, wherever and whenever. I came from a startup and ad agency background, and found a love for design through entrepreneurship. I'm an operator first who prefers to be hands on, heads down, and focused on producing work my teams can be proud of. I love producing high-craft user experiences that help teams move forward and craft a future vision.

Figma
Staff Product Designer
March 2023 - Present

- Designed and scaled UI3, Figma's major product redesign, collaborating across product and platform teams. Shipped at Config 2024
- Redesign enabled product expansion efforts (from 2 products to 6)
- Founded the Figma Pattern Library (FPL): naming, branding, and building the design system that supports Figma's entire platform
- Also drove and shipped core product features across Figma including Split Tab Windowing, Enterprise Monetization Controls, and Publishing Flows in Figma Make
- Built foundational UI patterns and components enabling teams to ship new features quickly while maintaining quality and consistency across products

`EXECUTION` `SYSTEMS` `INFLUENCE` `HIRING`

Meta (Instagram)
Staff Product Designer
March 2022 - March 2023

- Led the execution for the IG messaging composer and command system
- Positioned consumer product strategy and planned roadmaps on IG messaging, most notably on our command system
- Published design principles for scaling command systems, educating partner teams and relieving operational bottlenecks affecting morale
- Contributed to efforts on building out common platform standards for our family of apps (Instagram, Messenger, WhatsApp)

`EXECUTION` `STRATEGY` `INFLUENCE`

Microsoft
Senior Product Designer
May 2018 - March 2022

- Design lead on Outlook Mobile on Android, iOS, and watchOS
- Led & designed Dark Mode across Office Mobile, aligning and unifying 6 different teams behind 1 company-wide effort (Word, Excel, PowerPoint, OneDrive, SharePoint, Outlook)
- Led Outlook watchOS and company-wide guidance for wearables, grew MAU 6x in this period (from 2m-12m)
- watchOS named Best of Apple Watch apps of 2021 by TechRadar
- Managed + mentored 4 direct reports under Outlook Accelerator program

`EXECUTION` `STRATEGY` `INFLUENCE` `HIRING`

Nothing
Advisor, Design
2020 - Present

- Worked with Nothing and Teenage Engineering to design and launch the company's first product, ear (1)
- Supported early company building across product, brand, and operations during Nothing's founding stage
- Contributed to early marketing direction with Carl Pei, helping shape a grassroots social strategy that fueled brand momentum
- Helped hire the first product designers on the team
- Sourced agency partners for digital marketing and launch touchpoints

`EXECUTION` `STRATEGY` `HIRING`

Blue Apron
Lead Product Designer
May 2015 - 2018

- Led and managed mobile design roadmap
- Collaborated with executive leadership on product strategy + execution
- Led redesign, hiring, and culture for from Series D to IPO
- Focused on quality, speed, and building an inclusive design culture
- Built out and improved engagement, retention, and monetization levers
- Apple App Store's "App of the Day"
- Mentored 3 designers across mobile, web, as well as product marketing

`EXECUTION` `STRATEGY` `CULTURE` `HIRING`

R/GA
Designer (Nike)
May 2013 - April 2015

- Worked on Nike brand, DTC e-commerce, NikeID, and Digital Sport. Covered NBA Postseason, Super Bowl, Rose Bowl, Sochi Winter Olympics, World Cup Brazil, US Open, March Madness, and player signatures (Kobe, Kyrie, Lebron)
- Designed for R/GA Techstars Accelerator, where I designed the product experience for Owlet Baby Care, a smart device to keep infants safe

`EXECUTION`

Found elsewhere on..

LinkedIn
http://linkedin.com/in/uusunn

Personal
http://waynesun.com

Please contact me for a more complete set of work samples and case studies. Thank you!

Fun Facts

Rutgers University 2013
BA, Economics, Law

Fluent in Mandarin Chinese
Loves his dog Nico

Skills

Product strategy, product design (UI/UX), prototyping, design sprints, motion graphics, product rollouts, product distribution

Figma, Claude Code, Codex, Figma MCP, Sketch, Abstract, Principle, ProtoPie, Adobe Creative Suite, Lightroom, GitHub, G Suite

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Awards

TechRadar Awards
Apple App of the Day
Art Directors Club
Cannes Lions 2015 Wearable
Cannes Lions 2015 Innovation
Cannes Lions 2015 Mobile Utility
Cannes Lions 2014, Music
CLIO 2015, Digital
CES 2016 Innovation Awards
Effies
Engadget Best of CES 2016
London IA Awards, Product Design
London IA Awards, Innovation
MMA "The Smarties" 2015
MWC Glomo Awards
The One Show, Integrated Apps
The One Show, Mobile / UX
The One Show, Mobile Integration