

ETHAN VASQUEZ

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Pragmatic, analytical, and driven Product Designer with extensive experience in leading high-profile organizations, spanning a variety of products. Adept at full product line management, cross-departmental collaboration, and translating initiatives into actionable value propositions. A thoughtful, creative problem-solver passionate about creating products and experiences that are accessible, easy-to-use, and bring people joy!

WORK EXPERIENCE

META

Product Designer, Messenger Kids | Sep 2021 – Nov 2022

- Led the product strategy, design, and execution of 3 in-app feedback channels, increasing user feedback volume by 14x and improving user feedback quality by adding 40+ user and device logs.
- Completed various design projects for the Growth team as part of an initiative to reduce user churn; these projects increased friending and opt-in rate for push notifications, ultimately leading to wins in retention.
- Established in-app communication guidelines for Messenger Kids, which led to both a less disruptive, more intuitive experience for users as well as increased efficacy of upsells, resulting in higher CTR and engagement.

Product Specialist, Messenger & Instagram | Jan 2019 – Aug 2021

- Led the strategy, design, and execution of the company-wide Top User Issues Report that is sent to Mark and other top execs each quarter; this report encompasses 8 products and requires coordination of 100+ people.
- Leveraged user feedback and root cause analysis to resolve top user issues and shape product direction for Messenger and IG. Supported numerous company high-priority launches including the Messenger Web re-design, global rollout of Messenger Kids (170+ countries), and Messenger & IG cross-app communication.

YEXT

Implementation Manager | Jul 2016 – Aug 2018

- Owned and revamped 5 of the team's core operational processes. Introduced automation with Python scripts, APIs, SQL queries, and Excel macros, eliminating input errors and saving analysts 7+ hours each week.
- Managed business location data for 40 of Yext's largest enterprise accounts. Worked directly with clients to analyze and integrate their location data and provide recommendations to optimize their online marketing.

LEADERSHIP

YEXT SUSTAINABILITY TEAM (EMPLOYEE RESOURCE GROUP)

Founder, Team Lead | 2017 – 2018

- Pitched the Sustainability Team to the CEO, established team business plan, and launched team to company.
- Managed a 30-person team and oversaw the execution of Yext's sustainability strategy.
- Implemented various company-wide initiatives, reducing delivery, break room, and restroom waste by 20%.

EDUCATION

PRINCETON UNIVERSITY

B.A. Geosciences, Certificate in Environmental Studies | 2012 – 2016

SKILLS

Tools: Figma, Sketch, Framer, Origami, Photoshop, Zeplin **Languages:** Python, SQL, HTML, CSS, JavaScript

UX Skills: Product Strategy, User Research & Testing, Wireframing & Prototyping, UI Design