



# JINAL MEHTA

Product Designer



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## Work Experience

2025 - Present

*Meta*

Menlo Park

**Senior Product Designer, Enterprise Products**

- Led AI-first strategy across Meta's enterprise supply chain portfolio and grew into design lead, mentoring contractors and setting cross-team quality.
- Owned Business Integrations as sole PM and designer, turning error-message fixes into a shipped AI-led platform that cut supplier onboarding from 6-9 months to ~6 weeks
- Built and shipped Proto Center from 0-1, writing 30K+ lines of production code for a full-stack LLM product using AI-assisted development
- Defined Build Center's AI-first vision, combining conversational discovery with structured workflows for operations spread across 250+ spreadsheets and 700+ hours per build.

2024 - 2025

*Front*

San Francisco

**Senior Product Designer, Developer Platform**

- Transformed a technical, high-touch API setup process into a low-code platform where admins could build, test, and publish connectors for their teams
- Defined reusable connector templates and interaction patterns, creating a scalable foundation for customer-built integrations for technical and nontechnical teams

2021 - 2024

*LinkedIn*

Mountain View

**Product Designer, LinkedIn Marketing Solutions**

- Led UX improvements for Business Manager, reducing support cases by 11%
- Designed cross-account reporting and internal tools for revenue teams
- Reduced campaign errors by 22% through improved validation and error handling

Sept-Dec 2020

*Addon.Life*

Remote

**Product Designer, Freelance**

Redesigned UX and website experience, reducing drop-offs by ~30% within 4 months through user research & UX strategy to increase lead conversion

2018 - 2019

*Fiserv*

Mumbai

**Product Designer**

Led 0→1 design of SMB payment gateway (B2C) and improved usability of merchant-facing SaaS dashboard (B2B)

## Education

**California College of the Arts**

MDes Interaction Design, Major in HCI

Sept 2019 - Dec 2020

San Francisco, USA

**Rachana Sansad School of Architecture**

BSc. in Interior Architecture

Sept 2011 - Mar 2014

Mumbai, India

## Skills and Tools

**Skills**

AI-assisted development, Vibe-coding, Conversational UI & flows, Interaction Design, Prototyping, Wireframing, Information Architecture, Sketching, Storyboarding, UX Strategy & patterns, UI & Visual Design, User testing, UX Auditing

**Tools**

VS Code, Claude Code, Figma, Adobe creative suite, Keynote, Jira, HTML + CSS, 3D Visualization, Visual Design, Unity basics, Arduino basics