

Jessie Liyin Xue

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EXPERIENCE

Meta | Product Designer

2023 - Present

- Lead privacy and trust for Meta's Wearables design across the Meta AI app and devices, defining hardware LED patterns and establishing a consistent consent framework that drives user control and transparency.
- Created the canonical Privacy Design Guideline adopted across all Wearables feature teams, making privacy a standing item in every VP-level design review. Frequently unblocked features such as parental controls and facial recognition, where privacy design is the gating dependency for release, keeping ship dates on track.
- Launched multimodal AI across 21+ countries and 10 languages, including the heavily regulated EU, driving +67% sales post-launch; authored the i18n design playbook enabling feature teams to ship worldwide independently on a shared product strategy.
- Shipped Privacy Checkup, helping users control their data on AI glasses and driving +13% privacy self-efficacy.
- Defined the first 3rd-party permissions UX framework governing how developers build experiences leveraging smart glasses' camera and mic, shipping with v1 of the Wearable Developer Platform.
- Spearheaded privacy controls for always-on AI, setting an industry precedent — designing the "pause sensing" control and transparency UX to mitigate a potential 20% drop in user comfort.
- Won 1st place in the AI Hackathon with a wearables EOY recap feature, later launched to ~500K users.
- Champion an AI-native workflow, hosting brownbags on AI best practices for designers, checking in production code for visual polish, and sharing Claude skills that streamline design and dev collaboration.

Splunk | Principal Product Designer

2021 - 2023

- Led a design team of 5 to overhaul Splunk's monitoring tools used by admins and power users.
- As the most senior IC, facilitated design critiques, brown bags and off-sites for the broader team of 18.

Microsoft | Senior Product Designer

2015 - 2021

- Founding designer of Excel's first AI feature, Analyze Data: enabled users to surface 15+ pattern types across massive datasets in one click and query their data in natural language, without mastering Excel's advanced features. Led design across 30+ XFN partners on 3 continents; shipped worldwide to 1M+ MAU, laying the groundwork for features later unified under Microsoft's Copilot brand.
- Facilitated design sprints and critiques to establish emerging patterns for new AI experiences and the responsible AI guideline for the Microsoft Office products.
- Successfully grew a new design team of 5, working closely with senior executives to modernize Microsoft's internal tools and financial reporting process for the Finance organizations.

Predixion Software | UX Designer

2014 - 2015

- Sole UX designer at the startup, reporting to the CTO. Designed and shipped the dashboard enabled data scientists to train and compare ML models, multiple vertical solutions for healthcare, oil&gas industry using the prediction models. Also designed all marketing materials and company website.

University of Washington

Seattle, WA

MS Human Centered Design & Engineering

BA Geography - Geographic Information Systems

TOOLS

Figma, AI native workflow, Claude, Figma MCP, agentic prototyping, image-gen tools

LANGUAGES

English, Mandarin Chinese