

PRODUCT DESIGN MANAGER & PRINCIPAL PRODUCT DESIGNER

Design leader and principal designer with 14+ years experience and a track record of driving high-impact product design strategies at Meta, shaping identity, acquisition, growth, authentication, and privacy experiences for 4B+ users. Proven ability to scale teams, influence executive leadership, and deliver complex, cross-functional initiatives in high-stakes environments. Passionate about mentorship, product thinking, and crafting seamless user experiences that balance business goals with user needs.

Portfolio: www.burjanec.com

SKILLS

Leadership, Mentoring, Hiring, Performance Management, Figma, Design Systems, Sketch, Adobe Photoshop, Adobe Edge, Adobe Illustrator, Adobe AfterEffects, Origami, Omnigraffle, VSCode, Unity, CSS3, HTML, Motion Design, React, System Design, Service Design, Keynote, Google Suite, Platformization, Growth Acquisition Funnels

WORK EXPERIENCE***Product Design Manager • Principal Product Designer***

July 2018 – Present
Menlo Park, California

Meta**Leadership & Team Development**

- Managed and hired a team of six designers, driving UX strategy for user identity, growth, signals acquisition, and centralization across Meta's ecosystem.
- Conducted 206 candidate interviews, focusing on problem-solving evaluation and refining Meta's product design hiring strategy.
- Increased team efficiency by 30%, optimizing workflows and design velocity through structured mentorship, onboarding, and coaching.
- Mentored 7 junior ICs to help them achieve their career goals
- Led IC Circles & Office Hours, fostering a strong design culture with a 90% satisfaction rate among participants.
- Presented in 30+ Meta Design Reviews with directors and senior directors, including a review with Mark Zuckerberg, influencing company-wide UX vision and execution.

Meta Identity & Signal Acquisition UX for 4 Billion Users

- Designed end-to-end UX for Meta Account phone number and email address acquisition and management, rolled out to 4+ billion users across Instagram, Messenger, Reality Labs, Facebook, and WhatsApp while helping develop a new centralized design system.
- Drove and designed Apple iOS18 contact import mitigation for Facebook by redesigning the core login experience to maximize address book acquisition, securing cross-functional alignment between design, PM, and engineering to unblock a critical acquisition funnel.
- Developed a centralized Address Book UX acquisition framework, a zero-to-one initiative that landed as a major strategic bet with senior leadership, defining the future of identity linking across Meta in collaboration with senior PMs and engineers while removing platform dependency from Google and Apple.

Cross-Platform UX, Election Integrity & Public Safety

- Designed and launched Meta Content Library dashboards ensuring regulatory compliance and election transparency for 500+ researchers & 1000+ media partners in the 2024 EU & US elections. Presented the proposal to the EU commission.
- Redefined UX strategy for user acquisition signals, launching Contact Point interstitials, Address Book unification, and Location Signals on schedule.
- Secured executive sign-offs for Unreachable Interstitial UX, preventing 91M users with outdated account information from being locked out of their accounts.
- Led the execution of Meta's COVID-19 tracker, a public dashboard that showcased the spread of COVID-19. Worked closely with the CDC and NHS. The dashboard was used to inform public policy and help policy makers implement county level decisions based on real time data.

Strategic Product Thinking & Executive Influence

- Shaped Meta's 2025 UX vision for the "Consumer-Grade Simplicity" initiative, aligning senior leadership on long-term org priorities.
- Influenced strategic UX decisions at the highest levels, collaborating directly with executive leadership, PMs, and engineers to align on roadmap priorities and cross-functional impact.

PETER BURJANEC

628-758-8281

SAN FRANCISCO 94105 P.BURJANEC@ME.COM LINKEDIN.COM/IN/PETERBURJANEC

- Drove UX roadmaps for mission-critical initiatives, ensuring seamless execution across identity, signal acquisition, growth, security, and privacy teams.

Squad Lead Product Designer

Oliver Wyman/Virgin Money

August 2017 – July 2018

London, United Kingdom

- Led the UX design vision and execution for Virgin Money in their digital banking initiative
- Managed a 5 person design squad to execute on design deliverables
- Explored AI integration into the account management process that helped reduce operator costs by 23%
- Presented the final deliverables to Richard Branson

Lead Product Designer

IBM Interactive Experience/BP

August 2016 – August 2017

London, United Kingdom

- Lead the digital transformation for a multi-platform B2C mobile software product for BP to be deployed internationally across all markets.
- Managed a team of 2 designers by defining the vision, design system, and triaging execution based on IC strengths.

Head of Design • Co-founder

Dil Mil Inc.

January 2016 – July 2016

San Francisco, USA

- Co-founded the world's most popular southeast Asian dating app
- Defined the visual identity, strategic goals, and end-to-end user experience for iOS, Android, and web
- Led to a successful exit in private equity.

OTHER RELEVANT EXPERIENCE

Senior UX/UI Designer Contractor

Barclays Bank, Vodafone, Home Away,
Owners Direct, Adaptive Lab,
Penguin Random House, DAZN

June 2015 – January 2016

London, United Kingdom

UX/UI Designer Contractor

Appivation/PTSB Ireland, Betfair, Barclays Bank,
Monitise Create, FIFA, Formula E, O2

July 2014 – June 2015

London, United Kingdom

UX/UI Designer Contractor

Barclays Bank/Adaptive Lab

November 2014 – November 2014

London, United Kingdom

UX/UI Mentor

Startuphouse

June 2014 – July 2014

San Francisco, California

Co-Founder/UX/UI Designer

Treovi SA

January 2012 – December 2013

Geneva, Switzerland

Co-Founder/UX/UI Designer

Appointably LTD

May 2012 – November 2012

London, United Kingdom

Director/Founder

Atlantic Syndicate LTD

October 2010 – November 2012

London, United Kingdom

EDUCATION

Bachelor of Science (B.S.), 2nd Class Honours

Edinburgh Napier University

Graduated May 2011

Edinburgh, Scotland

- **Specializations:** Business Management/Economics