

Alexandra Wong

Product Creative Design Leader · Brooklyn, NY

alexandramwong@gmail.com · linkedin.com/in/alexandramwong · bigalshouseof1sand0s.com

Summary

Design leader with 9+ years bringing clarity and systems thinking to ambiguous, cross-platform problem spaces at scale—shaping design across an app used by billions. Consistently rated Exceeds to Greatly Exceeds Expectations across review cycles. Known for turning ambiguous strategy into shipped systems, coaching designers through complex initiatives, aligning senior stakeholders around trade-offs, and personally maintaining a high bar for visual craft and creative direction.

Meta (Facebook) — New York, NY · 2017 – Present

Product Creative Lead, Brand Design · H2 2026 – Present

- Selected to step into a dedicated IC strategy role — building AI enablement tooling and systems that scale design output across the team, and shaping new AI-native social formats, in partnership with Engineering

Design Manager, Product Creative, Brand Design · 2023 – 2026

- Built and led design teams of 4 to 9 across multiple org restructures — directly promoted one designer, mentored another to IC6, and grew an IC5 into owning the Messenger creative portfolio, while lifting Manager Experience scores from 89% to 100% over three review cycles
- Owned design strategy and execution across major consumer surfaces, partnering with Engineering to establish scalable, cross-platform design systems that cut visual asset overhead by up to 70%
- Served as the primary design point of contact between Brand Design and partner product orgs — rebuilding cross-team trust, streamlining leadership reviews, and securing 20+ engineering headcount through senior stakeholder alignment
- Operated at two levels at once — managed 9 person team, while leading end-to-end product and brand design for a high-visibility, executive-sponsored AI initiative spanning three app product orgs, synthesizing conflicting weekly leadership feedback into a single buildable direction each cycle and resolving cross-app technical conflicts into one unified, shippable spec

Art Director, Product Creative, Brand Design · 2023

- Combined product thinking with high-craft visual direction across cross-team initiatives, framing ambiguous, high-stakes design-systems problems into standards adopted org-wide — leading to promotion into management

Senior Product Creative Designer, Entertainment · 2021 – 2023

- Served as the sole senior design owner for communications design across an entire product vertical, scaling personal impact by hiring, managing, and mentoring designers; recognized org-wide as a go-to strategic design partner beyond immediate team scope

Product Creative Designer, Entertainment · 2019 – 2021

- Spearheaded a new hybrid discipline bridging product design, marketing, and communications — owning visual storytelling and UI-adjacent design for Watch, Gaming, and Creator Studio

Communications Designer, Executive Communications (Global Marketing Solutions) · 2017 – 2019

- Built a dedicated executive design function from scratch — creating presentation systems, brand templates, and process infrastructure for a VP's communications team; promoted twice within two years

Prior Experience — New York, NY · 2011 – 2017

- Account Manager, Eleven Inc. (Virgin America, Union Bank, Apple); Creative Marketing Solutions Strategist, Federated Media (Gap, Levi's, Nikon); Freelance designer for Lyft, Edelman, and Grand Rounds Health
-

Skills

Leadership: People management, performance management, hiring & onboarding, mentorship, coaching through ambiguity

Strategy: Design systems, cross-platform consistency, 0→1 problem framing, stakeholder alignment, communication & storytelling to senior leadership

Design & Craft: Figma, Adobe CS, design systems, visual identity, brand-to-product translation, art direction, motion direction

Domains: Consumer product at scale, AI-assisted design tooling, entertainment, brand marketing

Education

Vassar College — B.A., Media Studies, 2011 | UC Berkeley Extension — Graphic Design Program, 2016