

Sam Evans

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Work experience

Google · Senior Staff Product Designer · 2026–Present

Designing Gemini Enterprise focused on leading design for the mobile apps.

Instagram · Staff Product Designer · 2025–2026

Designed consumption and AI tools for Instagram Stories. Build vibe coded prototypes for the team.

Meta AI · Staff Product Designer · 2023–2025

Designed the Meta AI web app. Launched the product, built the design system, and designed the core media creation experience

FB Verticals · Principal Product Designer · 2022–2023

Lead designer for Emerging Verticals on Facebook lead design teams for Dating, Gaming, Events and Fantasy Games

FB Fantasy Games · Principal Product Designer · 2020–2022

Pitched, designed and launched daily fantasy on Facebook. Partners included: NFL, NBA, MLB, CBS, FIFA and La Liga

Facebook Live · Product Designer · 2015–2020

Launched Live video on Facebook. Designed broadcaster and consumer experiences across Facebook platforms.

Skills

AI assisted prototyping (Claude Code, Cursor)

Design systems creation and management

Systems design

Strategic partner collaboration

Design tooling: Figma, Origami, Sketch, Photoshop

Education

Academy of Art University · Bachelor's Degree · 2009–2015

Graduated with a BFA in Web Design & New Media