



Luis Zepeda

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(972) 754-4023

Senior Product Designer specialist with over 10 years of experience, bridging user needs with business goals.

Proven track record of scaling complex design systems and leveraging generative user research to deliver intuitive, high-converting ecosystems. Expert in cross-functional (XFN) leadership, utilizing high-fidelity prototyping to align engineering and product teams, reduce development friction, and accelerate time-to-market for global brands.

Skills

Design

UX, UI, Information architecture, Interaction design, Systems design, Motion design, Prototyping, Cross-functional leadership, User research, Usability testing, Wireframes

Tools

Figma, Claude Opus, Claude Code, Metamate Ai, Origami Studio, ProtoPie, Adobe Creative Suite, Jira

Links

LinkedIn

[linkedin.com/in/luisangelzepeda](https://www.linkedin.com/in/luisangelzepeda)

Portfolio

www.angelzepeda.com
Password: **newprod26**

Education

Art Institute of Dallas

Bachelors of Fine Arts in Design

Cedar Valley College

Associates of Fine Arts in Computer Graphics

Work Experience

Meta, Reality Labs

Nov 2023-Mar 2026: Product Designer

Strategic Product Designer specializing in spatial computing (XR/AR/VR) and mobile ecosystems (iOS/Android). Proven track record at Meta transitioning from contingent to FTE by delivering end-to-end UX/UI for the Horizon Store. Expert in bridging technical feasibility with business vision through high-fidelity interactive prototyping, cross-functional (XFN) leadership, and scalable design systems.

- Horizon Store Ecosystem: Led end-to-end design for the Product Details Page (PDP) overhaul; drove an 8.2% increase in World Launches and boosted app entitlements within the first 30 days of launch.
- Scalable Design Systems: Partnered with RLDS (Reality Labs Design System) to architect modular, future-proof component libraries, ensuring cross-platform parity between headset and mobile.
- Growth & Discovery: Orchestrated a new Editorial Discovery feature, resulting in a ~1.07% engagement lift and a +0.045% increased paid entitlements via optimized conversion funnels.
- AI Integration: Optimized design workflows by integrating Generative AI and prompt engineering, increasing team efficiency by 25% and accelerating commerce strategy iterations.

GameStop

Jan 2022-Dec 2023: Lead Product Designer

Led the digital transformation and end-to-end overhaul of the mobile ecosystem (iOS/Android). Architected a comprehensive design framework, from low-fidelity storyboards to high-fidelity interactive prototypes, to communicate complex logic. Leveraged user research (UXR) and accessible design systems to optimize user journeys for millions of global users.

- E-commerce Growth: Redesigned core native mobile features, driving a shift in platform adoption that increased app-driven traffic from 11% to 19% and boosted conversions by 6.5% within 30 days of launch.
- Omnichannel Innovation: Bridged the gap between physical retail and digital by launching an Internal Customer Service Portal, increasing agent efficiency by 20% through optimized task flows.
- Scalable Design Systems: Developed and governed a cross-platform component library (Web, iOS, Android), streamlining XFN (Cross-functional) handoffs and ensuring WCAG accessibility compliance.

Alkami Technology

Oct 2019-Jan 2022: UX Designer

Strategic UX Designer specialized in the architecture and delivery of scalable design systems within complex SaaS environments. Spearheaded user research and high-fidelity prototyping to drive strategic enhancements for Alkami's digital banking platform. Collaborated with cross-functional (XFN) teams to translate complex business requirements into high-impact, user-centric features. Designed a comprehensive design system supporting "anticipatory banking" logic, bridging the gap between sophisticated interaction design and responsive web/native mobile solutions (iOS/Android) to optimize the end-to-end customer journey.