Tobey Karpenko

Senior Product Designer | AI | Wearables | Onboarding & Retention Systems
www.tobey.design | tobeylu49@gmail.com | 425-791-1523 | linkedin.com/in/tobeykarpenko

PROFESSIONAL SUMMARY

Senior Product Designer building AI-powered consumer products at Meta Reality Labs. Led onboarding, growth, and multimodal interaction design across Ray-Ban Meta, Oakley Meta, and Meta Glasses, shipping experiences used by millions of customers while driving measurable gains in activation, retention, and feature adoption. Systems thinker with deep craft and a track record of turning ambiguous 0 to 1 initiatives into scalable product platforms.

SKILLS

Figma | Design System | AI Integrated Design Process | Claude | Codex | Cursor | Weavy | CLI workflows | Agentic workflows | AI-assisted prototyping | Onboarding & Retention | Microinteractions | Multimodal Interaction | Experimentation & A/B testing | Cross-platform (iOS + Android) | Wearables

EXPERIENCE

Meta
Senior Product Designer | Feb 2022 - July 2026

- Owned end-to-end onboarding for Meta's AI glasses portfolio, spanning mandatory setup success, Bluetooth/OTA reliability, education, and personalization. Maintained 24-hour completion goals across 4 of 6 devices despite OTA headwinds, and shipped onboarding across Ray-Ban Meta, Oakley Meta, and first-party Meta Glasses on iOS and Android.
- Built a modular onboarding framework - a universal spine with swappable device/brand modules - scaling across displayless, display, and wrist form factors while enabling RBM2 Optics to launch at 96.7% 24-hour completion.
- Led an experimentation program where every shipped test produced statistically significant feature-engagement wins, contributing +0.25% device monthly active usage lift in holdout and +0.59% device weekly active usage lift.
- Redesigned feature setup from text-heavy screens into progressive, card-based education, driving statistically significant wins of +10-23% provider linking, +2% to +4% weekly active usage for communications features across iOS/Android, and ~+10% weekly active usage for partner music listening.
- Strengthened onboarding education strategy through causal boundary testing: product tours, Meta AI education, and feature-linking modules increased D30 weekly retention for AI glasses users by +1.7 while clarifying the completion-rate tradeoff for setup-only vs. education-rich onboarding.
- Drove 0-to-1 pathfinding for Meta's display glasses, defining the Maps app's feature set and interface for local discovery while shaping messaging patterns across cross-app linking, input prioritization, and on-device consumption; presented early vision to leadership.

ArtCenter College of Design
Adjunct Instructor, Interaction Design | 2024 - Present

- Teach UX and interaction design, mentoring students through portfolio development, career readiness, and structured critiques that sharpen how they defend complex design decisions.

Kley Inc
UX Designer Intern | Jun 2021 - Oct 2021

- Designed and shipped the UCLA Be Well Bruin platform serving 40,000+ students, owning the end-to-end process from stakeholder requirements to user flows, wireframes, custom illustrations, branding, and high-fidelity prototypes.
- Built a reusable design system that standardized components and accelerated engineering handoff for a responsive, user-centered site.

Optimization Analytics Technology
UX/UI Designer | Jan 2021 - Jun 2021

- Designed the company's first product interface - transforming a backend optimization algorithm into a maritime analytics dashboard that became the demo used to raise funding; partnered with a PM and four engineers to turn complex algorithmic outputs into decision-ready visualizations.

EDUCATION

ArtCenter College of Design | B.S. in Interaction Design Major, Design Matters Minor | 2019 - 2021