Bianca Romulo

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Experience

Senior Designer at Instrument

Mar 2023 - Present · Full-time

Collaborating with design directors, producers, designers, and developers on various client projects.

Founding Product Designer at Kinn

Jul 2022 - Feb 2023 · Contract

Designed the first version of an end-to-end consumer mobile app and web seller dashboard experience for a social e-commerce app-building platform, in preparation for Feb 2023 launch.

Senior Product Designer at Instagram

Jan 2021 - Mar 2022 · Full-time

Established a long-term vision and strategy for Live Shopping with team leads. Led design for several live shopping discovery and engagement features, including a new event scheduling system on Instagram. Increased overall Live Shopping GMV by 185% YoY.

Product Designer at Facebook

Oct 2017 - Jan 2021 · Full-time

Partnered with cross-functional teams across Growth, Video, and Feed & Stories teams to strategize, design, prototype, and launch new social interactive features and design systems on Facebook App.

Product Design Apprentice at Ueno

June 2017 - Oct 2017 · Apprenticeship

Collaborated with creative directors, producers, developers, and brand/product designers to design a suite of mobile concepts for Visa showcasing their new biometric authentication technology.

Product Designer at O/M Studio

Sep 2016 - Mar 2017 · Contract

Partnered with a team of product designers and creative directors to design concepts for an educational computer programming app called Grasshopper (part of Google Area 120).

Human Interface Design Intern at Apple

May 2016 - Aug 2016 · Internship

Designed a wide variety of of personalized end-to-end onboarding flows and social sharing features for Apple Books' Mobile App.

Education

University of California, Berkeley

2013-2017

B.A. Political Economy

Skills

Figma
Sketch
Origami
Adobe Illustrator
Adobe Photoshop
Prototyping
Mobile Design
Presentation Design
Design Systems
Product Strategy
0-to-1 Product Development