

Farah Assir

Experience

571-212-6221
farah.assir@gmail.com

Tangible / Head of Product and Design

May 2023 – Present, Washington D.C. / Remote

- Led product through multiple pivots to a zero-to-one enterprise software launch, growing revenue to \$1.3M+
- Designed an agent-native platform, purpose-built for construction workflows
- Owned product strategy and partnered with the Head of Engineering on roadmap
- Led customer onboarding and training with the world's largest real estate developers
- Wrote and designed a documentation site to help customers navigate product use

Meta / Product Designer, Design Architect

May 2020 – April 2023, New York

- Designed prototypes for early-stage concepts to present to leadership
- Led cross-team workshops and sprints for multi-stakeholder alignment on Facebook Groups
- Mentored designers and helped establish team culture and rituals
- Led design and strategy for a group management system, including dashboards, insights, and tools to help creators grow their audience on Facebook
- Designed an automated moderation system, cutting the millions of posts group admins had to review
- Created and socialized end-to-end user journeys used by teams throughout Facebook

Meetup

Head of Design → VP Design

January 2015 – March 2020, New York

- Built and scaled the design team from 2 to 16 people following the WeWork acquisition
- Maintained a strong, trusted design team through the WeWork transition, a full C-suite change, and a company spin-out
- Established a design practice, including hiring, onboarding, career ladders, and performance management
- Led a redesign of all brand surfaces across mobile, web, and both apps, partnering with an external brand agency to execute and launch

Product Design Lead

- Designed core experiences in mobile apps, like group join and event sign up, leading to higher engagement in groups and events
- Led design and research for event reputation system, improving organizer feedback and event quality

New York Times / Senior Product Designer

August 2011 – December 2015, New York

- Designed NYT Now, rethinking news for a mobile-first, younger audience; grew to 200K+ users and lowered the average age of Times news consumers by over 20 years
- Piloted a new subscription model for the Times, recognized as #1 Best New App on the App Store (2014)
- Designed editorial collections and layouts for NYT Cooking, the Times' recipe discovery and cooking app
- Redesigned the NYT Android app across phone and tablet

Education

Climatebase Fellowship / Fellow, Cohort 2

Sep 2022 – Nov 2022

American University of Beirut / BFA in Graphic Design

2002 – 2007, Beirut, Lebanon