Mitchell Ajimatanrareje

Fremont, CA • mitchell.aji@gmail.com • (510) 290-0900 • mitchellaji.com • linkedin.com/in/mitchellaji

Senior product designer with 8+ years of experience shaping end-to-end design across large-scale, high-growth consumer digital products. Accomplished design leader with a proven track record of transforming early-stage products into global solutions spanning 40+ countries and millions of users. Recognized for pairing data-driven design theory with high-craft execution, shipping work directly in code, and improving revenue outcomes and metrics across the full product funnel.

EXPERIENCE

Designer / Senior Product Designer *(promoted in 2024) // Meta //* July 2021 – Present

Lead global design initiatives for the Facebook Dating product reaching 20+ million daily active users. Work horizontally across growth, core/foundations, AI, and product lab pillars to design net new features. Partner with product, engineering, data science, and research teams to transform identified opportunities into product solutions with positive, measurable outcomes.

+ Own end-to-end growth design for a high-scale consumer mobile app product — driving onboarding, activation, and engagement work that exceeded annual engagement metric targets by ~60% and session targets by ~4x.
+ Diagnosed and resolved a multi-year onboarding drop-off problem, redesigning the sign-up funnel end-to-end from the user's perspective and lifting completion 76%.
+ Successfully ran and launched iterative, hypothesis-driven tests designed to mitigate risks and validate launch decisions in a major product redesign, which ultimately lifted core engagement metrics.
+ Identified a gap in user experience/control within a core product flow and tested and deployed an AI-powered tool to resolve the user experience gap — improving conversion and feature adoption.
+ Selected to design 10 net new products within a 0→1 incubator sub-team, taking early ideas from concept through test and launch.
+ Prototype and ship in code using VS Code and Claude Code, landing production-ready contributions directly in the codebase to shorten feedback loops with engineering.
+ Partner closely with product, engineering, data science, and research to turn ambiguous problems into clear, measurable design decisions, while raising craft and accessibility standards across the team.

Design Program Coordinator *// Facebook (contract, via TekSystems) // Jan 2018 – July 2021*

+ Built the company’s UI Quality Program evaluating 15 Facebook App products that reach 90% of Facebook users, surfacing 800+ defects with a 70% team resolution rate.
+ Collaborated with product and engineering partners on group discovery and engagement features, contributing design solutions for niche community formats.

SKILLS

+ Growth & funnel design — onboarding, activation, retention, conversion optimization
+ Experimentation & metrics — A/B testing, hypothesis-driven design, funnel analysis
+ AI-native workflow — AI-assisted prototyping, ideation, and execution Claude code & other AI tools
+ Front-end fluency — code-based prototyping, production-level contributions
+ Design systems — component contribution, craft & accessibility standards

EDUCATION

+ **Master of Business Administration, Marketing** — *George Fox University*
    - 3.9 cumulative GPA; commendations in Leadership and Marketing coursework
    - International Business Immersion Program – Hong Kong and Shanghai, China

+ **Bachelor of Fine Art, Graphic Design & Photography** — *Biola University*