



Johnny Self

STAFF PRODUCT DESIGNER

Details

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Links

[Portfolio](#)

Skills

Product Design (E2E Systems)

Systems & Product Strategy

AI & Multimodal UX Design

Mobile, Hardware & Voice UX

AI Prototyping & "Vibe Coding"

User Interface Design

Interaction Design

Figma

Claude

Xcode

After Effects

Premiere Pro

Photoshop

Overview

From mobile apps to emerging hardware, I ship products that feel magical.

Staff Product Designer focused on end-to-end experiences across smart glasses, AI wearables, spatial computing, and mobile platforms. I lead domain-level design from concept through launch, partnering with product, engineering, and researchers to ship ambiguous hardware and software experiences.

Experience

Staff Product Designer, Meta AI Wearables

JAN 2022 – PRESENT

Health and Nutrition – Meta AI Wearables (2026)

Owned the Health and Nutrition domain for Meta AI Wearables, building a hands-free food logging experience powered by smart glasses camera input and AI. Designed the end-to-end flow to identify food in real time, analyze nutrition, and surface actionable insights in the companion app.

Camera and Media – Meta AI Wearables (2022–2025)

Owned the Camera and Media domain for Meta AI Wearables, and built the capture experience from content capture and media creation to AI-powered visual understanding—leading Capture to become the #1 app on smart glasses.

The domain evolved from capturing moments to enabling real-time understanding of the world through computer vision, multimodal AI, voice, and wearable displays.

Lead Product Designer, Lululemon MIRROR

AUG 2019 – JAN 2022

Hardware

Designed the first-to-market digital fitness mirror experience, defining a new category in connected fitness. Led the end-to-end product experience, including hardware UX, product interfaces, and data visualization.

Mobile

Led design for the companion iOS and Android apps, shaping class discovery, scheduling, workout tracking, and social connection across the MIRROR ecosystem.

Marketing

Designed MIRROR's website, digital marketing, and led out-of-home campaigns including a NYC subway launch reaching millions of commuters.

Product Designer, Katapult

JAN 2016 – JUL 2019

Designed end-to-end application flows and dashboards for a fintech platform that helped consumers finance purchases such as appliances and electronics. I also led design for the company's website, brand identity, and marketing materials.

Education

Bachelor of Arts, Georgia State University, Atlanta, GA

AUG 2011 – AUG 2014