



Johnny Self

STAFF PRODUCT DESIGNER

Details

New York, NY

(404) 839-0614

heyjohnnyself@gmail.com

Links

[Portfolio](#)

[LinkedIn](#)

Skills

Product Design (E2E)

Product Strategy

Systems Design

User Experience Design

User Interface Design

Mobile, Hardware & Voice UX

AI Prototyping & Vibe Coding

Interaction Design

Multimodal Design

Design Systems

Figma

Claude

Xcode

After Effects

Premiere Pro

Photoshop

Overview

Staff Product Designer with ~10 years shipping 0-to-1 consumer software and hardware from concept to launch. I partner with product, engineering, and research to turn ambiguous problems into products people love.

Experience

Staff Product Designer, Meta AI Wearables

JAN 2022 – JUL 2026

Health and Nutrition DRI – Meta AI Wearables (2026)

Evolved the glasses camera system into an AI-powered nutrition tool, designing hands-free food-logging that identified food and analyzed nutrition in real time. Owned the end-to-end flow from capture to insight – including mobile surfaces for AI-driven insights, content, and a conversational nutrition coach LLM

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

Built and scaled the foundational camera system across three product generations – Ray-Ban Meta, Oakley Meta, and Display Glasses – owning the full media lifecycle from capture to review and share, including mobile surfaces for media management, AI-editing, and user education. Evolved capture from voice-activated to AI-powered visual understanding, making Capture the #1 app on smart glasses.

Founding Product Designer, Lululemon MIRROR

AUG 2019 – JAN 2022

Hardware

Designed the first-to-market connected fitness mirror – transforming a household object into an interactive hardware platform and defining a new category in home fitness. Led the end-to-end product experience, including hardware UX, product interfaces, and data visualization

Software

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 and digital marketing, and led out-of-home campaigns, including a NYC subway launch reaching millions of commuters.

Impact

Part of the founding team that scaled Mirror to \$100M+ in revenue, culminating in a \$500M acquisition by Lululemon.

Product Designer, Katapult

JAN 2016 – JUL 2019

Designed end-to-end application flows and dashboards for a consumer financing fintech platform, while also leading the company's website, brand identity, and marketing materials

Education

Bachelor of Arts, Georgia State University, Atlanta, GA

AUG 2011 – AUG 2014