



Johnny Self

STAFF PRODUCT DESIGNER

Details

New York, NY

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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

Staff Product Designer shipping 0-to-1 consumer hardware and software — smart glasses, AI wearables, spatial computing, mobile — 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 – PRESENT

Health and Nutrition DRI — Meta AI Wearables (2026)

Evolved the glasses camera system into an AI-powered nutrition tool, designing a hands-free food-logging experience that identified food and analyzed nutrition in real time. Owned the end-to-end flow from capture to insight, surfacing actionable guidance in the companion app.

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

Designed and built the camera system across three product generations — Ray-Ban Meta, Oakley, and Display Glasses — owning the full media lifecycle from capture on the glasses to review and share in the companion app. Evolved the experience from voice-activated capture to AI-powered visual understanding, making Capture the #1 app on smart glasses.

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