

Sohaj Brar

Lead User Experience Designer with 11+ years of experience achieving over ~\$400M USD in estimated impact through AI-powered business monetization design, and human-centered UX innovation.

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EXPERIENCE

Meta Platforms, Inc. / Staff Product Designer

01/13/2020 – PRESENT | 1 HACKER WAY, MENLO PARK, CA 94025

WhatsApp Business (2025–Present):

- Automatic Events: Led end-to-end UX for Automatic Events (H1'25), a \$1.9B strategic bet, that automatically manages customer chats on behalf of businesses.
- Native ads: Redesigned ad creation within WhatsApp to migrate to Bloks infrastructure, leading to \$58000 WhatsApp daily revenue.
- Ads Consumer Disclosure: Redesigned from blocking to an in-thread experience, unlocking ~\$1.37M revenue/year for Meta.
- Labels-to-Lists Platform: Reinvented WhatsApp Business's customer management architecture from Labels to Lists, enabling businesses to manage customers at scale.

Partnership Ads (2022–24):

- North Star: Designed Creator Ads North Star Vision shared by CPO Chris Cox in Company Q&A; secured 25+ new engineering resources.
- Partnership Ads collection format — Designed one of Meta's highest-performing ad formats, generating \$148M (2024) and \$47M (2023) in Meta revenue; redesign drove \$624K Partnership Ads revenue/day.

Advantage+ Creative & GenAI (2022–24):

- Led A+C taxonomy strategy across 5+ teams and 10+ GenAI features; scaled global A+C adoption to 58.4% (goal: 54.5%), contributing \$477M Meta revenue (2024).
- Introduced "Good Friction" UX framework, reducing A+C opt-out rates by 18–20%.
- Creative Intelligence Center (CIC) 0-to-1: Spearheaded new product for advertisers to understand & act on their ad creatives. 85.8% positive user feedback at 50% launch.

Ads Manager Growth (2021–22):

- Defined 2-year Ads Manager vision for SMBs; scaled Growth UX process from 1 to 5 teams; ran Meta-wide advanced growth design training (100+ employees).
- Contributed to \$320M revenue increase for advertisers and \$193M for Meta through 70+ concurrent growth experiments.
- Reviewed and triaged 126 design projects as governance lead.
- Meta Business Suits app (2020-2021); Helped launch end-to-end ads experience for 0-1 MBS mobile app for small businesses. ★ 4.7/5 rating

Oracle America, Inc. / Senior UX Designer

10/01/2018 – 01/10/2020 | 500 ORACLE PKWY, REDWOOD CITY, CA 94065

NOTABLES

Initiated 3 ventures

- a) Decision-making simplified on instant messaging apps
- b) Empower seniors with tech
- c) AI app for cultural meditation with 15k+ downloads

Mentor to 100+ designers

Host design classes, talks, custom-designed UX course and 1:1 mentorships.

Products featured in

TechCrunch, FastCompany, Business Wire, Product Hunt, UXCollective, UXPlanet etc.

Awards & Recognition

RedDot Design Award'24, 6 Indigo Design Awards (2024), ADPList Top 100 Global Mentor \$100K ServiceNow Funding IIT-JEE Rank Top 0.68% (2009)

Patents applied

- a) Context Analysis of Message Enhancement"
- b) Selectable Styles for Text Messaging" (later withdrawn with company's strategic shift)

SKILLS

UX / Product Design

Interaction Design, Information Architecture, Usability

- **Oracle Supply Chain Vision:** Led research and designs for Oracle's key Supply Chain solutions by redesigning Contract & Purchasing and introducing new Recall Management North Star Vision for healthcare organizations. These product demos presented at Oracle Open World'19 (60,000+ attendees), directly leading to formation of new product and development teams for Procurement solutions.
- **Procurement:** Designed Oracle's new Self Serve Procurement mobile app. Worked with cross-functional team to develop the web app.

Help-Full / Head of Design

04/01/2017 – 12/31/2018 | REMOTE

- Designed a community health platform connecting users with hyper-local, verified health resources; served users of varying health literacy levels.
- Won Red Dot Design Award (2024), 6 Indigo Design Awards and SFDesignWeek'24..
- Platform demonstrated 20% decrease in healthcare utilization; featured on stn TV'24.

Monotype Imaging / Senior UX Designer & Business Innovation Lead

07/01/2014 – 07/17/2017 | NOIDA, INDIA

- **Business Innovation:** Founding member and sole designer on the Business Innovation team tasked with expanding Monotype beyond typefaces into the mobile messaging market.
- **Swyft Media Acquisition:** Led design of "Message-in-Style" branded messaging framework — the foundational asset that drove the \$27M acquisition of Swyft Media by Monotype (2015).
- **Swyft platform:** Post-acquisition, designed Swyft Asset Management Service (SAMS) for end-to-end branded content distribution, management, and measurement — an entirely new product category.
- **Swyft media apps:** Designed mobile keyboard apps including "Despicable Me 3" branded keyboard (millions of downloads).
- **Owlie, AI decision-making app:** Conceived a new idea 'Owlie' that helps in simplifying decision-making process. Designed end-to-end experience of the mobile app and website. #4 on ProductHunt.
- Designed FlipFonts app for Samsung device font customization (+200% in userbase), Monotype Fonts, catalog.monotype.com

Freelancer / UX Designer

01/01/2011 – 06/30/2017 | BANGALORE & ROORKEE, INDIA

- Commonfloor: Designed, for one of India's leading real estate startup, Map based property search portal and mobile app for brokers to manage their businesses.
- Consulted start ups and industry leaders in United States and India on Customer Experience including Help-Full, JP Morgan Chase, Aam Aadmi Party, Startgrid, CDCLabs, Ravi Sharma Ex-CEO Adani, Cloudchowk and more.

Research, Design Systems, Growth Design, Prototyping, Software Development, Conversational UI

Artificial intelligence

AI Strategy, Generative AI, Advertising Systems, Creative and text gen models, Conversational UI, NLP

Domains

Monetization & advertising, Social Media, Healthcare Growth Design, Monetization Strategy, Conversational UI

Tools:

VSCode, Android Studio, X-code, Claude, ChatGPT, Manus, Gemini, Cursor, Figma, Framr, Adobe XD, Arduino

EDUCATION

California College of the Arts (CCA)

08/24/2017 — 08/20/2018

DEGREE: 08/17/2018 | SAN FRANCISCO, CA

Masters of Design, Interaction Design (HCI)

Indian Institute of Technology (IIT) Roorkee

07/22/2009 — 06/30/2014

DEGREE: 09/20/2014 | ROORKEE, UTTARAKHAND, INDIA

Bachelors & Masters (IDD) in Technology in Chemical Engineering

Top 0.68% of 384,977 applicants in IIT-JEE