

Sheena Warmin

— PRODUCT DESIGN LEADER

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Product design leader who works at the level of product strategy, shaping what gets built, not just how it looks, and who builds the teams that ship it. Twenty years across consumer products at Meta, Amazon, and RAPP. I lead managers and senior designers, set the craft and AI-native bar, and turn ambiguous, high-stakes problems into flagship launches.

Experience

Meta · Sr Product Design Manager

2021 — PRESENT

- Set the craft bar across four product domains and shipped flagship Facebook launches: the Profile redesign for 1B+ people, the Marketplace Glow Up (500+ engineer org), Creators tooling (+60% adoption), and Groups governance (+178%).
- Stood up one of Facebook's first AI-native design teams, bringing AI into how designers operate and ship high-craft experiences.
- Built the teams behind Facebook's Creator, Young Adult, and AI strategies: promoted 10+ reports and moved 4 ICs into management. Led Facebook-wide design org performance calibration (500+ ICs).

Amazon · Sr Product Design Manager

2016 — 2021

- Founded and scaled multiple design teams from the ground up across Alexa's skills, discovery, monetization, and advertising surfaces.
- Led Skill Store design, a 0-to-1 storefront spanning discovery and monetization, as the catalog grew from 5,000 to 130,000+ skills serving 900,000+ developers, across visual, multimodal, and voice design.
- Designed in-vehicle Alexa experiences, including drive-time routines and car-to-home journeys.
- Defined and patented a conversational voice-discovery model; represented Alexa to developers and press as a speaker at AWS re:Invent.

RAPP Worldwide · Director, Experience Design

2006 — 2016

- Led digital, CRM, and loyalty design for Toyota and Lexus, plus Charles Schwab, Bank of America, Mattel, and Disney.
- Flagship Toyota owners program reached 3.5M customers at 34% CTR and won multiple awards for experience design.

Daily Denim · Founder

2004 — 2006

- Founded and scaled a fashion e-commerce startup to \$2M+ in revenue in its second year, running buying, listing, and fulfillment with a team of 40+.
- Launched a sister sample-sale business running multi-day events across the country.

EDUCATION

UCLA

BA, Psychology
Minor, Cognitive Sciences
Specialization, Computer Science

UCLA Extension

UX and Digital Marketing

Otis College

Graphic Design

RECOGNITION

US Patent No. 10,978,069

Conversational voice discovery

Multiple ADDY Awards

Toyota Owners experiences

DMA International ECHO Award

Automotive, Toyota

AWS re:Invent speaker

Amazon / Alexa

**Fast Company & Target
Accelerator finalist**

In-store shopping app

EXPERTISE

Craft leadership

Design systems

AI-native teams

Product strategy

Commerce & monetization

Multimodal & voice

Managing managers

0-to-1 & scale