Priya Noel

Staff Product Designer · Systems & Infrastructure Tooling
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SUMMARY

Product designer and design lead focused on the tools behind hard technical decisions, with 13+ years building enterprise, developer, and consumer products, including 5 years at Meta, most recently at the staff level. A systems thinker who creates structure from ambiguity, partners deeply with engineering, and routinely fills PM and research gaps to keep teams shipping. Designed capacity tooling that unlocked significant gains in attributable capacity and reclaimed previously unattributed usage at scale. Now focused on AI-native product design, pairing product strategy with hands-on prototyping in code to ship faster.

CORE SKILLS

Systems & platform design · Complex data & developer-tooling UX · Design systems & craft quality
Product strategy & roadmapping · Product definition & requirements · Cross-functional facilitation
User research & behavioral science · AI-assisted prototyping in code · Usage & adoption analytics

EXPERIENCE

Meta · Staff Product Designer, Capacity & Infrastructure

2023 – 2026

Menlo Park, CA · Design lead for the tools 140+ infrastructure teams use to plan, distribute, and track capacity

- Owned platform-side design for capacity tooling in Meta's $130B infrastructure investment; set a North Star that shaped the roadmap and unlocked significant gains in attributable capacity.
- Hybrid product builder: prototyped and shipped with AI coding tools, filled product and research gaps, and built AI-assisted dashboards tracking adoption and pain points without a data science team.
- Selected wins: shipped a scalable Resource Translations solution in 2 months; drove Operational Quota and Attributions flows that onboarded **30+ platforms** and enabled deprecation of two legacy tools.
- Set the craft bar across infra surfaces with cross-tool patterns and 278 diff reviews/year as tooling scaled to **1M+ managed objects**; represented design in platform leadership forums.
- Mentored 5+ designers, a researcher, and junior engineers, ran **20+ design interviews**, and gave storytelling talks to 200+ colleagues at design summits; led an affinity group for underrepresented designers.

Meta · Senior Product Designer, Core Data

2021 – 2023

Menlo Park, CA · Developer data, query, and privacy tools used across Meta engineering

- Sole designer in the Core Data infra org, doubling as PM and researcher to define requirements.
- Redesigned GraphiQL (6.7k MAU) into a faster, more intuitive query experience with **1,500+ organic opt-ins**; integrated privacy tooling into core infrastructure, saving hundreds of engineering hours per month.
- Introduced structured research to a team new to design, moving work from reactive fixes to roadmap bets.

Oracle (Oracle Utilities) · Senior Product Designer 2017 – 2021

San Francisco, CA · UX lead across enterprise & consumer energy software

- UX lead across two product teams, driving design from opportunity identification through high-fidelity specs and success-metric tracking, partnering with product and business owners on roadmaps.
- Led a **10-person team** of designers, writers, and PMs to build the Oracle Utilities enterprise design system.
- Led design of BLS Rate Coach, behavioral-science emails for 300k+ utility customers: a randomized controlled trial showed significant peak-usage cuts, 43% took action, and emails hit a **75% open rate** (vs. 40%).
- Managed cross-functional project teams and ran vision workshops, including concepts for machine-learning energy models; grounded work in user research and behavioral science.

SapientNitro (now Publicis Sapient) · Senior UX Designer 2012 – 2017

Atlanta, GA & San Francisco, CA · Consumer and enterprise digital experiences for major brands

- Promoted from intern to senior designer; led complex design tracks on large, distributed teams, partnered with engineering and business leads on requirements, and mentored junior designers.
- Designed consumer experiences scaled for global audiences across energy, travel, finance, healthcare, retail, and telecom, for clients including **Coca-Cola, AT&T, Home Depot, Vail Resorts, PG&E, and US Bank**.
- Facilitated design workshops with client stakeholders and delivered research, competitive analysis, prototypes for usability testing, and launch support.

EDUCATION

Georgia Institute of Technology Atlanta, GA · 2013

B.S. in Computational Media · Minor in Marketing

PATENT

System and Method for Customer Behavioral Load Shaping for Adjusting Customer Energy Consumption

US ORA190303-US-NP · Filed Oct 2019. Behavioral-science communications that shift customers' peak energy use.