

Maheen Sohail

Product Design Manager



EXPERIENCE

Product Design Manager

Spark AR - Meta

2021 → Present

I manage a design team of 7+ designers in Spark AR focused on building AR experiences across mobile and AR/VR devices.

Staff UX Designer

AI New Experiences - Meta

2019 → 2021

Led a design team of 2-3 designers to build new and innovative experiences powered by artificial intelligence.

Lead Product Designer

Social VR - Oculus

2017 → 2019

Design lead for Avatars and Identity for Oculus. I helped launch two social VR experiences: Facebook Spaces and Horizon. Built 360 media experiences for mobile and VR devices.

UX Designer

EA Sports - Electronic Arts

2015 → 2016

Led UX for a new FIFA Mobile game. As their first UX Designer, helped setup best practices for future design teams.

EDUCATION

Bachelor of Arts - Interactive Arts & Technology

Simon Fraser University

Vancouver, Canada

Minor in Business - Beedie School of Business

Simon Fraser University, Canada

Burnaby, Canada

+1 650 492 9736

maheensohail05@gmail.com

www.maheensohail.com

Speaking

Spotify UX, NYC

Oculus Connect 6, San Jose

IVRPA Keynote, Tokyo

TKSummit, Canada

UX Summit, Pakistan

California College of Arts -

MBA Design, VR Workshop

Patents

3 Awarded, 2 pending

Awards

Doreen Weis Memorial Award

Millenium Scholarship Award

Unity in Diversity Award

Women of the Year - Nominee

Skills

Figma

Origami

Framer

Photoshop

Illustrator

Premiere

After Effects

Audition

HTML/CSS

Unity