



JULIE TRA / PRODUCT DESIGNER

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Seattle, WA

Summary

Over 12 years across ads, e-commerce, and AI-assisted product experiences — prototyping with tools like Claude, Gemini, and Figma Make — with a track record of shaping strategy, aligning teams, and raising the ceiling on what a team can ship.

Work Experience

Meta / Lead Product Designer, Core Ads Growth

NOV 2022 - PRESENT, SEATTLE, WA

- Established Meta's unified multimedia ad creation workflow — **driving over 7% advertiser adoption growth and 0.2% incremental revenue impact** — and set the bar for multimedia experiences across the company, with partner teams required to align with before building into the ad creative surface.
- Expanded Meta's advertising capabilities by leading Dynamic Partnership Ads across Commerce Manager and Ads Manager, bringing together teams across Creative, Instagram Marketing, and eCommerce to execute on a shared strategy.
- Served as the go-to design consultant for partner teams — running weekly office hours, advising on approach, and shaping their product and engineering strategy.
- Pioneered an AI-native design workflow across the team to accelerate prototyping, sharpen proposals, and raise the quality of work delivered to partners.

Amazon / Sr. UX Designer, Beauty Tech & Consumer Electronics

FEB 2016 - OCT 2022, SEATTLE, WA

- Defined the personalization strategy and consultation framework behind Amazon Beauty's skincare recommendations from concept through launch.
- Introduced a reusable post-add-to-cart pattern adopted across multiple teams, bringing more consistency to the shopping experience at scale.
- Mentored junior designers and contributed to hiring by conducting design critiques, portfolio reviews, and interview loops to raise the bar for design craft across the org.

Microsoft / UX Designer, Microsoft Store Online

APR 2014 - JAN 2016, SEATTLE, WA

- Shaped product direction through executive reviews and hands-on prototyping, delivering solutions that scaled across product and engineering teams.

Best Buy / UI Designer

JUL 2012 - APR 2014, BURNABY, BC

- Contributed to the visual design and front-end implementation of BestBuy.ca, gaining hands-on experience across the full design-to-build pipeline.

Proficiency

Expertise

Interaction design

Visual design

Prototyping (with AI tools)

Design strategy

Usability research

Design workshops

Tools

Figma

Adobe Suite

AI tools

- Claude
- Meta AI
- Gemini
- Manus
- Figma Make
- Notebook LLM

Education

Simon Fraser University

B.Sc., Interaction Design