



JULIE TRA / PRODUCT DESIGNER

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Seattle, WA

Summary

Product Designer with over 12 years driving product strategy across ads and e-commerce, known for 0-to-1 ownership, AI-native design workflows, and aligning cross-functional teams around high-quality outcomes.

Work experience

Google / UX Designer, Vertical Ads (via Akroya, Inc.)

SEP 2026 - PRESENT, SEATTLE, WA

- Design new consumer search ad formats for Google's real estate and travel verticals, translating category-specific advertiser and consumer needs into scalable experiences in search.
- Partner across product, engineering, and vertical stakeholder teams to shape early design direction for emerging ad formats, applying AI-assisted prototyping to move quickly through ambiguous, cross-platform problems.

Meta / Product Designer, Core Ads Growth

NOV 2022 - JULY 2026, SEATTLE, WA

- Established Meta's unified multimedia ad creation workflow, the new default ad creation experience, **driving adoption more than 4x the H1 2026 target** and setting the design standard for partner teams building on the ad creative surface.
- Led design for Dynamic Partnership Ads across Commerce Manager and Ads Manager through launch, **delivering incremental revenue 40% above goal**, and aligning teams across Creative, Instagram Business, and eCommerce.
- Brought creative design perspective into cross-functional planning, framing decisions and facilitating alignment across product, engineering, content, and research to move teams through ambiguity.
- 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

FEB 2016 - OCT 2022, SEATTLE, WA

- Owned end-to-end design for Skincare Advisor as sole designer, from concept through a phased US and Japan launch, **delivering +\$7.93M in incremental revenue** while prioritizing customer trust over short-term conversion.
- Led end-to-end design across other high-consideration shopping experiences, including Premium Beauty Shopping and Amazon+Apple Wireless, grounding each in strong personalization and trust-building principles.
- Shaped a long-term vision for the beauty space, aligning stakeholders through clear storytelling and structured collaboration.
- Mentored junior designers and contributed to hiring by leading design critiques, portfolio reviews, and interview loops, raising the craft bar across the org.

Skills

Tools

Education

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|----------------------|--------------------|
| • UX design | • User research |
| • Interaction design | • Design systems |
| • Visual design | • Product thinking |
| • Prototyping | • Design strategy |

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|-----------|----------|
| • Figma | • Framer |
| • Claude | • Adobe |
| • Meta AI | • Manus |
| • Gemini | |

Simon Fraser University
Bachelor of Science,
Interaction Design