

PEDJA RISTIC

<https://pedja.design>

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University of Waterloo

BA Business & Digital Arts

April 2017 / Waterloo, CA

SUMMARY

Senior Product Designer with 9+ years of industry experience, crafting immersive experiences across diverse surfaces. I bring ideas and stories to life through high craft experience design and immersive storytelling.

TOOLS

Figma

Blender

Photoshop / Illustrator

After Effects

Unity (prototyping)

Ableton (sound design)

Touch Designer

Meta | Senior Product Designer - Wearables

08/2021 - Present / New York, NY

Shipped design for core experiences such as video calling, messaging, and sharing for the Meta Ray-Ban Display glasses.

Conceptualized and designed core AR experiences from codec avatars, to Instagram, to Meta AI for Orion AR glasses.

Meta | Product Designer - Facebook

06/2019 - 08/2021 / Seattle, WA

Optimized share sheet design, increasing post sharing by 13%. Conceptualized and launched the “Care” reaction, used by 2.1B users daily.

Amazon | UX Designer

06/2017 - 06/2019 / Seattle, WA

Crafted check-out and upsell experiences throughout the Amazon shopping journey. Impacting 304 million customers daily.

Atomic VC | Product Designer

02/2017 - 06/2017 / San Francisco, CA

Created foundational design systems, branding, and prototypes for 3 companies across the Atomic investment portfolio.