

Jay Li Quek

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Experience

Meta, Developer tools Product Designer

July 2026 - Current

- Designing Muse Code, an internal terminal native AI Coding assistant for 70,000+ engineers
- Designing tools for engineers to improve technical workflows and experimentation

Meta, Superintelligence Labs growth and sharing Product Designer

January 2026 - July 2026

- Owned design system for Meta AI sharing infrastructure (10+ features); drove Muse Spark GTM to +57% daily activer users in week 1 and sustained top 10 app ranking on Apple app store
- Revamped Meta AI sharing system across family of Meta apps to cater for Muse spark launch
- Drove and shipped screenshot sharing solution on Vibes app with PM director, increasing public share daily active users +23.8%
- Designed foundational platform workflows for Meta AI, including artifact lifecycle management, trust controls and privacy infrastructure (resolved critical SEV within 3 days) supporting AI-generated content at scale

Meta, Facebook share sheet and sharing experiences Product Designer

March 2025 - December 2025

- Led cross-team design (3 sub-teams, no embedded PM) to ship Reels reply bar
- Owned org-wide perceived-performance initiative; influenced 3 team roadmaps by surfacing 10+ design-system improvements
- Shipped to production code, landing 5+ vibe coded diffs to resolve Messenger quality bugs
- Owned and led team of 2+ designers to define north star vision of Facebook share sheet

Meta, Messenger growth Product Designer

April 2024 - February 2025

- Led design for Messenger friending features; achieved 124% of Facebook sessions growth target
- Designed & shipped 9-feature friending system within Messenger, collaborated with data analysts to define engagement metrics

Meta, Messenger notes and notifications Product Designer

June 2022 - March 2024

- Designed Messenger notes MVP; led design evolution for Messenger Music notes, exceeding communication DAU goal by 11%
- Partnered with Google & Android engineer to redesign chat-heads interaction for Messenger bubbles; increased message sends +0.3%

TechLadies UX/UI Designer

June 2020 - September 2020

- Prototyped (Figma) an internal management system for a non-profit to match 450 migrant workers and volunteers to learn English during COVID-19
- Organized and hosted a remote design sprint to align non-profit organizers and product team
- Worked with Buefy design library to create hi-fidelity mockups for implementation

Skills

Technical Prototyping · AI
Product Design · Design
Systems · Agent UX · Sharing
Mechanics · Growth Loops ·
Enterprise Tools · Internal
Developer Tools · Consumer
products

Tools

Figma · Claude Code ·
Cursor · Codex

Education

New York University

B.A Computer Science ·
B.S Media, Culture &
Communications