



Lisa Afox

Product Designer

San Francisco, CA

lisaafux.com

Education

Bentley University • 2012 - 2013

MS Human Factors in Information Design

IIT Institute of Design • 2010 - 2011

Design Program

WashU in St. Louis • 2004 - 2008

BA Psychology

Speaking Engagements

CascadeSF • 2018 - 2026

Design Mentorship

Autodesk TechX Workshop • 2019

Data Speed Dating: Design + Data

Girls Who Code Workshop • 2018, 2019

Design Strategy Methods

MLUX Panel • 2017

Machine Learning at Autodesk

Skills

Design Strategy

Workshop Moderation

Agentic UX Design

Multi-Agent Orchestration

Prompt Architecture

AI-assisted Prototyping

Interaction Design

Design Systems & Governance

Testing & Validation Protocols

Tools

Cursor

VSCode

Claude

Figma

Adobe Suite

GitHub

Manus

MyClaw

Gemini

Google Stitch

Meta • 07/2021 - current

Lead Product Designer

AI Experiences, Governance & Enablement

- Shaping how Llama4 and agentic AI experiences are unified across Meta surfaces. Creating 0-1 design patterns and frameworks, and responsible for integration into existing products.

Lead Product Designer

Business Messaging

- Owned design and strategy for Messaging Ads, focused on consumer and business experiences for Messenger as a customer touchpoint for SMB and GBG businesses.
- Projects drove **\$8.9B** in increased revenue in 2025 with the introduction of generative and agentic AI features for messaging ads while laying the foundational architecture for long-term, fully agentic ad channels for Messenger, Instagram and WhatsApp.
- Led strategic V team building conversational automations for businesses, using AI business agents in Meta Ads Manager, increasing overall revenue by 3%.
- Launched first milestone GenAI feature for Messaging Ads with a 95% adoption rate and surpassing our revenue goal by 200%.

Autodesk • 03/2015 - 07/2021

Sr. User Experience Designer

Design Strategy Team

- Won data hackathon and lead team in building an aggregated qualitative data hub aligned with Autodesk's new data-driven vision. Cut costs and opened data access to over 10,000 employees.
- Redesigned multi-lingual cross-property web and mobile navigation for Autodesk's main web properties deployed across 41 country sites.
- Hired, mentored, and managed summer interns.

Sr. User Experience Designer

UX Research Team

- Partnered with CX Analytics to create the company's first data-driven customer journey map with identified top pain points and customer personas correlated with our data.

User Experience Designer

Service Design Team

- Led design and foundational architecture for AVA, Autodesk's Virtual Agent helpbot, improving resolution times by 86%.
- Redesigned Autodesk Services Marketplace onboarding flow, reducing incorrect location sign-ups by 95%