Jaime Rovira

Sr. Product Designer &
Design Leadership

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Jaime Rovira is experienced in end-to-end product design encompassing user research, strategy, UI & UX, design systems, and visual design. Jaime fosters collaboration by partnering with product teams, engineering, and leadership to deliver compelling user experiences.

Selected experience

Instagram
Product Design Lead, Audio
03/2023-Present

Leading Instagram audio experiences, crafting and guiding features from concept to execution.

- Launched features like mixed-media carousels and trending, further boosting audio adoption alongside increased content creation.
- Developed innovative audio tools (multi-track mixes & filters).
- Championed investment in audio discovery and streamlined interfaces (page and audio browser) to ease content creation.
- Shaped product roadmap through big-idea ideation and collaboration with cross-functional teams (product, research, data science).

Royal.io
Head of Design
09/2021-12/2022

As the first design hire at Royal, I was tasked with introducing the function of design to the organization.

- Owned product design for Royal (process, team, strategy). Delivered consistent, measurable design impact across the organization.
- Built and led a distributed design team. Set recruiting, process, & benchmark standards for Royal.
- Championed internal design system and spearheaded a successful brand refresh within 6 months.
- Redesigned and launched core Royal features, boosting usability while meeting company goals.

Instagram
Product Design Lead, IGTV & Video
02/2019- 09/2021

Led design for IGTV after its initial launch and was integral in helping to define the broader video strategy for Instagram.

- Spearheaded IGTV app redesign, emphasizing video curation and user engagement with creators.
- Led design sprints and reviews, guiding product direction with strategy and success metrics.
- Created high-fidelity prototypes for actionable feedback and ensured product quality.
- Collaborated on and championed a unified video experience proposal (feedback, playback, creation) across products.
- Launched IGTV series feature to improve video organization and viewership.

Facebook
Product Designer, Multiple Teams
07/2014- 02/2019

Worked across multiple problem spaces with a diverse team of partners to launch products for Facebook's 2.5 billion users.

News Feed

- Participated in a leadership-driven task-force as the first designer to tackle misinformation on the platform. Final proposal included new reporting flows and fact-checking pop-ups.

Feed Ads

- Led design of Facebook's immersive ads from inception to execution. The product was announced at the Cannes Lions.
- Launched dedicated self-serve creation tool, as well as partnered with other ads teams to ensure support for the format in all our advertiser tools.

Groups

- Design lead for communities pillar where I focused on four areas: participation, core experiences, new verticals and real-time communication.
- Led design of the Groups tab, shepherding the project through multiple iterations, strategic changes, and leadership reviews.
- Launched community tools that included group chats, stories in groups, and subgroups.

Facebook
Visual Designer, Global Business Marketing
04/2013- 07/2014

Delivered a wide variety of marketing material for our marketing and sales team that included brand identity, landing pages, social media posts, and banner ads.

- Design stakeholder in XFN meetings, helping to define project scoping and timelines, and stand-in for manager whenever needed.
- Led theme conception, activation, template creation and c-suite presentation support for global and domestic events.

Skills

UX/UI design, prototyping, brand and visual identity, user research, 3D and motion design

Tools

Figma, Photoshop, Illustrator, Origami, AfterEffects

Education

Master of Architecture
School of the Art Institute of Chicago
2010

Bachelor of Arts, Political Science
George Washington University
2004