Michelle Dunlap

she/her • Mountain View, CA • https://www.mich.design/

WORK EXPERIENCE

Design Program Manager | Meta (Facebook, Messenger) **Jun 2024 – Present**

- Built a centralized program-tracking dashboard that consolidated disparate workstreams, enabling data-driven decision-making for leadership and increasing visibility into cross-functional project health.
- Re-architected the Facebook web proposal review process by integrating cross-functional perspectives, increasing throughput by 60% and reducing cycle time from 54 days to 10 days.
- Automated cross-functional knowledge sharing by architecting a central AI-powered workspace, reducing manual information retrieval time and driving the adoption of generative AI tools to streamline team workflows.
- Orchestrated design sprints for creation and sharing surfaces, coordinating 12+ designers and cross-functional partners to generate 25+ concepts and UX research feedback before landing on the product roadmap.
- Scaled a multi-tiered product quality program that identified 75+ bugs with a 25% fix rate, personally ranking in the top 3% of participants for contributions to product craft and quality.

Producer | Meta (Messenger Kids, Messenger) **Apr 2020 – Nov 2022**

- Led the end-to-end launch of the Messenger Kids “Activity Center” hub, successfully deploying 13+ interactive games and scaling to 70+ countries within one month.
- Partnered with engineering to build a self-service deployment tool that transitioned manual updates to an automated model, reducing engineering dependency for feature releases by 75%.
- Managed an internal creative studio of 12+ artists to deliver 300+ digital assets annually, utilizing UX research and engagement data to pivot strategy for the 9-12 year-old demographic.
- Directed external agencies on immersive digital environments, overseeing Statements of Work, budgets, and production timelines to ensure high-fidelity delivery.

Project Coordinator | Viv Labs, Samsung **Jun 2019 – Apr 2020**

- Coordinated multi-platform quality assurance for a major AI voice assistant in an agile environment, ensuring product reliability across mobile, wearable, and smart home hardware.
- Streamlined communication between engineering and product teams to resolve technical inter-dependencies during critical hardware and software release cycles.
- Developed comprehensive test plans and managed bug tracking lifecycles to ensure high-priority feature stability prior to global launches.

Broadcast Operations Coordinator | FOX Sports **Mar 2018 – May 2019**

- Managed live broadcast operations for seven channels, coordinating high-profile global events and resolving incidents in real-time to ensure seamless, uninterrupted coverage.
- Automated daily reporting tasks by developing Excel macros, reducing report completion time by over 30 minutes per day.

EDUCATION

MS, Integrated Design, Business, and Technology | University of Southern California **Aug 2020**

BS, Applied and Computational Mathematics | University of Southern California **May 2018**

Certifications: Google UX Design Professional Certificate, CAPM (PMI), Equitable Language (UC Berkeley)