Michelle Dunlap

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WORK EXPERIENCE

Design Program Manager | Meta (Facebook app) **Apr 2025 – Present**

Design Program Coordinator | Meta (Facebook app) **Jun 2024 – Apr 2025**

- Partner with **3 Content Design Managers** to support **12 content designers** by optimizing processes, maintaining the rhythm of business, and resolving challenges proactively.
- Led **3 cross-functional operational efficiency workstreams** to streamline the design review process, establish a forward-looking communication plan, and reduce reporting burdens for individual contributors.

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

- Owned **creative production for Messenger Kids**, delivering **300+ digital assets annually** (e.g., 2D stickers, AR filters, multiplayer games, brand assets).
- Led **roadmapping** and delivery processes, conducting workshops, brainstorms, and UX research to guide strategic initiatives, using **engagement data** to inform decisions, and sharing strategy with stakeholders.
- Partnered with **Product Design and Engineering** to design and launch the **"Activity Center"** (home for all games on the app), co-developing an internal **tool for self-managed deployments** that cut reliance on Engineering approvals and sped up release timelines by 50%.
- Coordinated **weekly app deployments**, managing cross-functional hand-offs from QA, Legal, Policy, Marketing, and DEI partners to **ensure high-quality, compliant content** and a **95% on-time** release rate.
- Onboarded and mentored a **Deployment Coordinator** with thorough documentation and training, enabling the hire to **independently manage daily operations within one month**.
- Collaborated with **Messenger Design Program Managers** on **efficiency workstreams**, leading a project to establish **best practices for effective meetings**.
- Managed a **London-based vendor** for Messenger, overseeing **contracts, budgets, and timelines** to deliver immersive 360 background environments.

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

- Coordinated **QA testing in an agile environment**, collaborating with software engineers to identify and resolve critical issues across multiple device platforms, improving product reliability.

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

- Managed **live broadcast operations** for seven channels, ensuring seamless coverage for major events like the FIFA World Cup.
- **Automated reporting tasks** by developing Excel macros, reducing daily reporting time by **30 minutes**.

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, SKILLS, AND INTERESTS

- **Certifications:** CAPM (PMI), UX Design Certificate (Grow with Google), Equitable Language (UC Berkeley)
- **Skills:** Operational efficiency; Process improvement; Cross-functional collaboration; Roadmapping; Figma; Design quality; Servant leadership; Content production; QA testing and dogfooding
- **Interests**: Volleyball; Dog training; User research; Graphic design; Baking themed desserts; Digital art