

Christopher Elawa

Product Designer

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SUMMARY

Product designer with 9 years of experience designing consumer (B2C) products for high-stakes, socially critical moments. Currently Lead designer for Meta's Social Impact products – Nonprofit Fundraising, Election Empowerment, and Crisis Response – working across product, engineering, research, data science, policy and legal to ship products that empower people at a global scale. Increasingly focused on how AI can put powerful new tools in the hands of the people, organizations and nonprofits serving the social good.

EXPERIENCE

Meta – Product Designer, Social Impact Products 2017 – Present

Lead design for Meta's Social Impact products – consumer products across Facebook and Instagram spanning Nonprofit Fundraising, Election Empowerment, and Crisis Response, used by over 1 billion people worldwide.

- Set design vision and collaborate with product, engineering, research, partnerships, policy, legal and Trust & Safety partners to ship products that empower people at a global scale.
- Design and grow fundraising products that have helped people raise over \$7 billion for causes important to them.
- Lead design for Elections and Crisis Response, scaling the delivery of authoritative information and ensuring platform efficiency and regulatory compliance.
- Leverage AI to transform design workflow – from rapid prototyping to writing and shipping production code for full features as well as UI/quality improvements.

AKQA – UX Strategy Intern 2015

Creative concepting, UX, and strategy for world-class brands including Nike and Nvidia.

Skynation – Lead Designer 2013 – 2015

UX, brand, and visual design for clients ranging from local startups to international festivals.

EDUCATION

Simon Fraser University – BA with Distinction, Design 2017

RECOGNITION

Alumni of the Year – SFU School of Interactive Arts & Technology 2021

Winner, UX by Student – Vancouver UX Awards 2017

COMMUNITY & LEADERSHIP

Co-lead of Meta's Black@Design Employee Resource Group 2019 – Present

Inneract Project – Volunteer Teacher 2019 – 2020

Black Boys Code – Volunteer Teacher 2016 – 2017

Simon Fraser University – Teaching Assistant & Student Mentor, Spatial Design 2014 – 2017

SKILLS

Interaction Design, Product Design, UX Design, User-Centered Design, Prototyping, Figma, Visual Design, Motion Design, Design Systems, User Research, Generative AI / LLM-informed design, AI assisted development, Cross-functional Leadership, 0-to-1