Regina Smirnova
Principal Product Designer

EXPERIENCE

WhatsApp
Principal Product Designer · Jun 2025 – Sep 2026

Led design and vision for WhatsApp on Meta VR Glasses (announced at Connect 2026), built around eye and hand input.

- Defined the 2026 vision and roadmap for WhatsApp in VR and got it approved by WhatsApp and Reality Labs leadership.
- Sole WhatsApp designer for photorealistic avatar calling on Meta VR Glasses and Meta Ray-Ban Display, announced at Connect 2026. Worked across 5 orgs and 10+ engineering teams.
- Designed adaptive layouts, multi-panel chats and a surface keyboard for eye and hand input.
- Redesigned Avatar Home (+7.7% avatar updates, -21% deletions) and led the avatar sunset strategy for 325M users.

Meta Reality Labs
Principal Product Designer · Nov 2022 – Jun 2025

Led design for avatars across VR, the Meta Horizon app, Facebook, Messenger and WhatsApp.

- Led design of Meta's first AI-powered avatar editor from concept to launch: 125K prompts a week, +9% editor sessions, best 30-day retention in its product group.
- Led the migration of 20.8M VR users to the new avatar style.
- Owned the VR avatar editor and contributed 30+ components to the Reality Labs design system.
- Embedded with WhatsApp Avatars: ran the design sprint that set the 2024 roadmap. The Permanent Avatar tab grew avatar creation by 58% on iOS and 116% on Android.

Shares
Lead Product Designer · Nov 2021 – Nov 2022

Joined as the second designer after the seed round. Owned social and growth features from 0 to 1, scaling from MVP to the first 100k investors. Reached #2 in Finance on the UK App Store. The company raised $90M during my time.

Bumble
Lead Product Designer · Aug 2021 – Nov 2021
Senior Product Designer · Jun 2020 – Aug 2021

Led the visual refresh that defined Bumble's current look and feel. Before that, owned design for revenue and paid features (Beeline, subscriptions) and 0 to 1 experiments for IRL dating.

Revolut
Senior Product Designer · Apr 2018 – Jun 2020

Led design of two new apps from 0 to 1: Revolut Junior and the Revolut Business mobile app. Worked on Revolut Premium and Metal plans, the app redesign and the first Revolut design system. Helped grow the design team from 6 to 50+.

Earlier

Yandex, Product Designer (2017–2018) · Raiffeisen Bank, UX Designer (2017) · AIC, UX/UI Designer (2016–2017)

ABOUT ME

Product designer with 10+ years of experience across mobile, VR and smart glasses.
I design how people communicate and express themselves on new devices, from early vision to launch.

Most recently at Meta, leading design for WhatsApp on VR and glasses, photorealistic avatar calling, and Meta's first AI-powered avatar editor. Before that, consumer apps used by millions at Revolut, Bumble and Shares.

MENTORING

Meta Design Camp, 2023
Facilitator at Storytelling for Designers workshops (80+ designers)

Seedcamp, 2021 - 2022
Design Mentor for early stage startups

Revive Tech Community, 2020 - 2021
Design Mentor

British Higher School of Art and Design, 2020
Lecturer at Mobile Design intensive,
Mobile Interaction course summer camp

EDUCATION

UAL Central St. Martins, 2021
Experience Design, Short Course

Yandex Product Design School, 2017
Mobile Design Scholarship holder

Erasmus Mundus Masters Scholarship, 2013 – 2015
KU Leuven (Belgium), Université Paris 1 Panthéon Sorbonne (France), Università degli Studi di Padova (Italy).
Master of Sustainable Territorial Development (A+ Distinction)

Lomonosov Moscow State University, 2007 – 2012
Social and Economic Geography (Hons)

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