

Hinge

2025 – 2025 | HINGE STUDIOS & HINGE LABS

Staff Product Designer

Founding designer on a CEO-sponsored incubation team operating at startup speed, building an AI-first dating product. Led cross-functional collaboration with Product, Engineering, Data, and Legal to set and build the end to end vision, product strategy, and system architecture; hired and mentored a designer. Drove rapid iteration from ambiguity to internal validation, legal approval, and spin-out as a standalone app.

Architected an AI-First Product

- Defined end-to-end AI experience model
- Hired and mentored designers

Redesigned Dating Around People

- Directly informed Hinge's 2026 company strategy
- Created a measurable lift in real-world dates

2024–2024 | HINGE LABS

Staff Product Designer

Defined the north star for AI strategy and turned exploration into repeatable execution. Led cross-functional collaboration with Product, Engineering, and Research to change how AI work was evaluated, making live prototyping, real user data, and experiential research the default across two orgs. This enabled Hinge's first shipped AI features.

Shipped Prompt Feedback, Hinge's First AI Feature

- Reduced low-quality prompts by 33%
- Increased high-quality responses by 174%

Made AI Exploration Shippable

- Established live prototyping and real-user evaluation as default
- Directly enabled all subsequent Hinge AI features

2023–2024 | HINGE LABS & HINGE LIFECYCLE

Lead Product Designer

Embedded on Lifecycle, I shipped high-impact product work while defining the decision frameworks and evaluation models that closed org-wide AI uncertainty and moved the company from debate to sustained execution.

Defined AI Strategy

- Closed org-wide uncertainty on AI
- Established rituals and evaluation frameworks

Scaled Notification Systems

- Drove +0.4% opt-in lift, up to +2% app-level opt-in
- Increased GDPU by 1.9%

∞ Meta

2021–2023 | META REALITY LABS

Staff Product Designer

Staff-level designer operating across pre-market wearable and multi-device systems with long feedback loops and executive visibility. I defined foundational interaction models for unreleased hardware, designed domain-specific experiences (including sports), and led system efforts to unify fragmented devices through shared continuity and behavior frameworks ahead of release.

Shipped Sports Experiences

- Defined pre-market interaction models across hardware surfaces

Unified Multi-Device Systems

- Aligned teams around shared continuity frameworks

Defined Core Wearable Patterns

- Established foundational interaction models for unreleased hardware

2019–2021 | FACEBOOK VIDEO

Senior Product Designer

Design lead across zero-to-scale initiatives in Facebook Video. I defined multiple north stars and shared systems adopted by divergent teams without central ownership. I turned exploratory concepts into durable products, including playlists and TV experiences, driving gains in watch time and engagement.

Built and Scaled Video Playlists

- Increased PMV watch time by 20%

Launched Facebook on TV

- Grew from 0 → 1M daily watch hours

Enabled Multi-Platform Video Sharing Strategy

- Unified external sharing behavior across multiple platforms

Craig Roberts

Principal Product Designer with 10+ years inventing new product systems from the ground up by turning uncertainty into conviction, driving ideas all the way to real outcomes, and using real human experiences as product signal.

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2017–2019 | GODADDY

Product Designer

Product designer embedded in growth teams, solving SMB problems by reframing symptoms as system failures. I helped shift GoDaddy from transactional domain purchase toward ongoing business activation, driving significant lifts in engagement, retention, and customer value.

Drove GoCentral Activation

- Increased activation rate by 108%

Expanded GoCentral Platform

- Increased SMB engagement and renewal

OBERLAND

2016–2017 | OBERLAND

Interaction Designer/Art Director

Senior designer on zero-to-one client work where problems were undefined and outcomes ambiguous. I created and bridged brand strategy and interaction design, translating narratives into concrete digital experiences while shaping direction, craft, and execution under uncertainty, end-to-end.

Siegel Family Endowment Website

Luck Companies Website

Nurse Family Partnership Branding

JuicePress Packaging Design

AFHU Website



2012–2014 | AAA NEW YORK

Designer

Designed high-volume print and digital marketing for a national membership org, balancing speed, and brand consistency across thousands of touchpoints. I delivered reliable, repeatable design under tight constraints while supporting marketing and editorial teams.

Car & Travel Magazine

Print & Digital Advertising

2012–PRESENT | MULTIPLE COMPANIES

Freelance Designer

E.P.A., CASPER SLEEP, CIRCLELINE, ENGEL&VOLKERS, NFL, COLLEGE BOARD

Led independent engagements across consumer, brand, and institutional clients incl. EPA, NFL, College Board, and more. I adapted process and craft to different constraints and mediums while maintaining a systems-level approach, operating as a strategic partner from early concept through execution.

Collegeboard Academic Planner

NFL Look Book

Circleline Advertising

EDUCATION

Pratt

2014–2016 | PRATT INSTITUTE | 3.8 GPA

M.F.A. in Communication Design



2007–2011 | LEHMAN COLLEGE

B.S. in Computer Graphics and Imaging

WAYS OF WORKING

TOOLS

Figma, Framer, Origami, Adobe Photoshop, Adobe Illustrator, Prototyping APIs, Cursor, AI Tooling, Vibe Coding, Adobe After Effects, Adobe Premiere Pro, Animation

SKILLS

Product Design, Interaction Design, Prototyping, Design Strategy, AI-Driven UX, Cross-Functional Leadership, Visual Design, 0→1 Product Development, System Design