Ryan Casey

Lead Product Designer

EDUCATION

The University of the Arts, BFA Graphic Design

SOFTWARE & SKILLS

Growth & Monetization, Experimentation, Product Strategy, Prototyping in Code, Visual Design, Figma, Claude Code, Codex, Runway AI, Luma, Adobe Creative Cloud

PATENTS

Connected TV 360-Degree Media Interactions
US20190205008A1

Connected TV Comments and Reactions
US20190208279A1

EXPERIENCE

Netflix – Senior Product Designer
2024 – 2026
On Commerce, led growth projects that expanded subscription upsell revenue into the hundreds of millions annually. Now building the 0-1 social layer for Netflix Games across the Controller app and connected TVs, prototyping in production code.

Discord – Staff Product Designer
2022 – 2024
Led expression design on the Premium team for 300 million MAU and 10 million Nitro subscribers. Shipped Remix, which lifted first time posting in servers by 70%, plus Shop 2.0 and Super Reactions.

Instagram – Product Designer
2018 – 2022
Designed Stories Dynamic Ads, a 10 figure annual revenue format and about 10% of Instagram ad formats revenue. Led design on Creator Fandom, building surfaces and formats for fans to support creators.

Facebook – Product Designer
2016 – 2018
Lead designer on Facebook's first native TV video app, reaching a 1 hour average session length. Led the social video player team and interactive formats in Watch and Live.

Vimeo – Product Design Manager
2014 – 2016
Founded and grew the mobile design team from 1 to 4 designers as people manager. Designed new mobile web, iOS, Android, and native TV apps.

Shapeways – Interaction Designer
2013 – 2014
Designed and built front end for creators, shoppers, and shop owners on the world's leading 3D printing marketplace.

rdrew.com
rdrewcasey@gmail.com
linkedin/in/rdrewcasey

P.O. Box 1243
Carnelian Bay CA, 96140

646.881.6922