

Stephanie De Luna

AI Product Designer

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Links

Portfolio www.stephanieluna.com ↗

Work Experience

Feb 2023 – Present

AI Product Designer , Meta Reality Labs

As part of the Wearables AI Foundations team, I'm currently leading Recall and Personalization for Meta AI on wearable devices, defining how AI remembers context, adapts to people and delivers more relevant & personalized experiences across domains. I'm also leading the internationalization (i18n) design, driving localization strategy and launches across multiple languages and markets to scale Meta AI globally within Wearables. Designed core AI and communication experiences (audio and video calling) for Ray-Ban Meta Smart Glasses and Ray-Ban Meta Display, working at the intersection of AI, hardware, voice, vision, and hands-free interactions.

Notable launches:

- **Live Translation on Ray-Ban Meta Glasses** demoed live by Mark Zuckerberg at Meta Connect 2024.
- **AI Visual Translation**, featured during the Super Bowl 2025 as part of Meta's Live AI experiences.
- **Audio Calling & Video Calling on Ray-Ban Meta Glasses**, integrating Messenger, WhatsApp, and mobile platforms for fully hands-free communication.

Jul 2020 – 2023

Conversation Designer, Meta Reality Labs

At Meta Reality Labs, I drove the design of voice-first and multimodal AI experiences across a portfolio of Meta devices, shaping how people interact with technology in hands-free, real-world contexts. I focused on creating natural, context-aware conversational interactions that scale globally, partnering closely with engineering and research to translate emerging AI capabilities into intuitive user experiences. My work established foundational interaction patterns for voice across devices, influencing both product direction and long-term platform strategy.

- **Ray-Ban Meta**: designed on-the-go AI interactions, enabling real-time assistance through voice in everyday environments.
- **Ray-Ban Stories** :enhancing hands-free storytelling with natural voice commands.
- **Meta Portal** :Led ambient voice experiences for audio and video calling, shaping home assistant interactions in shared spaces.
- **Meta Quest**: Integrated voice into immersive VR communication, enhancing presence and usability in calling experiences.

2019 – 2020

International Public Speaker

Public speaker for International events like:

Talent Land 2019 / México. IXDA 2019 / México . Voice Summit 2019 / USA, DEV FEST 2019 / México. INC MTY 2019 / Monterrey, México. DIGITAL TECH FEST 2020 / México

2018 – Jul 2020

Founder CEO, Design Voice

Founded and led Design Voice, a company focused on building products, tools, and services for voice assistant platforms including Amazon Alexa, Google Assistant, and Samsung Bixby. Defined the company vision and drove end-to-end strategy, helping organizations integrate voice into their business models through scalable, user-centered conversational experiences.

2016 – 2017

Founder & Product Designer , Skoob

Founded and designed Skoob, a platform of interactive games for children that blends digital technology with hands-on play. Defined the product vision and led the end-to-end product design.

2010 – 2015

Co-Founder & Product Designer , CreaVive

As CEO and design lead, I shaped end-to-end digital products including websites, mobile applications, and custom systems.

Skills	Interaction Design	AI Product Thinking	Claude Code	Vibecoding
	Figma	Prototyping	Conversation Design	

Education

Master's in User Experience Design

Maryland Institute College of Art

Bachelor's in Digital Design

University of Advanced Technologies

Bachelor's in Marketing

Universidad de Guadalajara