



Rob McCoy
Product Designer

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SKILLS & EDUCATION

Executive Summary

I'm a staff+ Product Designer with 15 years' experience and deep domain expertise in trust & safety, social experiences, systems design and AI. Known for taking ambiguous, high-stakes problems — teen safety, platform controls, regulatory compliance — from 0-to-1 to unified, scalable design systems, while influencing executive stakeholders and driving stat-sig business impact at global scale.

Current Tooling

I maintain proficiency in the full range of modern design, context and AI tooling and my success is not tied to any specific solution.

That said, the below is a representative, but not exhaustive breakdown of how I approach scaling my impact through AI to increase productivity, lower the design-to-code barrier and generally get more done.



G-Suite, Office 365, Atlassian etc.

Existing enterprise tools serve as SoT for shared org/team/project context.



Notion, Obsidian etc.

Broad context is synthesized into personalized context for agents acting on my behalf.



Claude, Gemini etc.

Agents organize, review and update as they orchestrate research, reporting, ops, etc.



Figma, Sketch, Claude Design etc.

Design tooling serves as system-level design context & tool of choice for early ideation.



Claude Code, Codex etc.

Agentic coding takes early concepts to high-fidelity prototypes and final implementation.

Education

Bachelor of Arts - Communication & Media Studies

Penn West Edinboro

Class of 2011

For full work history please visit my [LinkedIn](#)

References available upon request.

EXPERIENCE

Meta (formerly FACEBOOK)

STAFF PRODUCT DESIGNER (IC6)

Oct 2021 - July 2026

Led a safety-driven redesign of Facebook's teen safety experience driving up to 90% reduction in exposure to age-inappropriate content for 10s-of-millions of teens globally.

Redesigned Facebook's suite of 200+ controls governing content relevance, privacy and app experience into a single unified system, measurably improving the experience of billions of users while driving multiple YoY stat-sig increases in feed relevance and other mission-critical business areas.

Led design of Community Notes, a 0-1 community-driven fact checking program on Facebook, establishing FB as a leader in key program metrics and helping grow contribution to 260k active users in its first year.

Founding product designer of FB risk team, led design on multiple regulatory compliance projects saving the company double-digit percentages of annual revenue through avoided fines over multiple years.

Rebuilt Facebook's set of 100+ disparate features for helping people decide what to trust and interact with into a unified product system, leading to stat-sig improvements in user trust and reduction in harm proliferation, while exponentially reducing the time and resource cost of responding to and preparing for emergent real-world events (e.g. elections, military actions, public health crises).

Blizzard Entertainment (acq. by Microsoft)

SR. UX DESIGNER II

Oct 2016 - Oct 2021

Drove design of multiple 0-1 products and features while acting as the primary design point of contact, proactively communicating, educating and defending strategy and design decisions to partner teams, executive leadership and stakeholders.

Owned design and strategy on the Overwatch League mobile app driving stat-sig gains in key retention and viewership metrics outpacing sister platforms.

Expanded reach of annual BlizzCon event by shipping native mobile and living room experiences focused on increasing content engagement, growing living room to the number one viewership platform.

Founding member of the battle.net mobile team, taking Blizzard's in-house social and game management app from concept to launch, scaling reach to 15m+ downloads, establishing it as a key retention and marketing channel across the Blizzard game catalog.

Received two merit-based promotions over 5-year tenure:

UX Designer → Sr. UX Designer I (Jan '21) → Sr. UX Designer II (Sept '21)

Brunner Inc.

UX DESIGNER

June 2014 - July 2016

Worked as the client-facing owner of UX strategy and solutions for clients across a wide array of categories including outdoor power equipment, healthcare, CPG, B2B and more.

Communicated design solutions to internal partners and clients via a variety of deliverables, such as site maps, user flows, wireframes, design comps and prototypes (across a range of fidelity).

Partnered with delivery and account managers to scope discovery and design timelines, activities and deliverables for client projects.