GENEVIEVE I. ISOLA

Senior Design Program Manager — Ads Platform & Business Products

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Profile

A seasoned design program leader with 13+ years of driving impactful design and creative programs at the intersection of ads platforms, business products, and monetization ecosystems. Proven ability to translate complex business objectives into scalable design strategies and operational frameworks for global tech companies like Meta and Amazon. Specializes in building and scaling programs that connect people to products in meaningful ways, from strategic initiatives in generative AI to launching impactful branded events. Recognized for establishing measurement plans that quantify business impact, user sentiment, and internal team health, leveraging UXR partnerships to convert insights into actionable product and platform strategies. Rare fluency across in-house agencies, event branding, employer brand, design systems, and UX ops, consistently turning ambiguity into branded moments that resonate and deliver measurable results.

Experience

Amazon — Ring: Principal Design Program Manager, May 2025–Present

- Oversaw design operations for Ring, Blink, Key, and Sidewalk Creative & Design, supporting 600+ UX designers, researchers, and content strategists across multiple product lines.
- Developed Ring's first comprehensive UX Working Model, streamlining cross-functional collaboration and design delivery pipelines.
- Led the integration of generative AI within creative workflows, developing branded AI sprint kits and guidelines.
- Crafted leadership dashboards and storytelling hubs to embed brand narratives and user insights into product launches, enhancing stakeholder alignment.

Meta — Facebook, Instagram, WhatsApp: Senior Design Program Manager | 2018–2025

Ads Platform Operations & Business Products

- Program Managed critical design initiatives for Meta's Ads and Business Platform, supporting teams across Facebook, Instagram, and WhatsApp.
- Developed and implemented scalable program management frameworks for ads product launches, ensuring seamless integration of design, engineering, and product teams.
- Drove the strategic alignment of design systems and creative standards across Meta's business product portfolio, enhancing brand consistency and efficiency.
- Partnered with UXR and product teams to integrate user insights into ads platform design, optimizing monetization strategies and business product experiences.

Business Messaging Design – Conversations Global Conference

- Collaborated with Jack Morton and internal designers on branding, stage identity, and 1,900+ creative assets in six weeks.
- Branded a CEO-priority global event with 1M+ livestream viewers, driving significant brand engagement.
- Built branded wikis, trackers, sizzle reels, and playbooks for agency and internal alignment.
- Introduced measurement plans to capture external brand sentiment and internal org health impact from global event activations.

Design Systems & Brand Narratives

- Authored Meta's first Generative AI Creative Guidelines, setting new standards for ethical and effective AI-driven design.
- Co-authored FB Design Brand Narratives + website serving 800 designers, fostering a cohesive design identity.
- Produced Meta Design Systems Summit (400 attendees, 30 speakers), elevating Meta's thought leadership in design.
- Launched Blueprint advocacy program achieving 80% adoption across FB/IG/WA, standardizing design practices.

Core Competencies

Program Leadership & Strategy

- Ads Platform & Monetization Ecosystems
- Generative AI Integration
- Strategic Planning & Execution
- Cross-functional Collaboration

Design Operations & Management

- UX Working Models
- Design System Advocacy & Adoption
- Creative Workflow Optimization
- Team Health & Retention Strategies

Brand & Storytelling

- Brand Identity & Narrative Development
- Global Event Branding
- Employer Brand & Talent Attraction
- Content & Publishing Strategy

Education

University of California, Santa Barbara – B.A. Sociology