

Meta Design Case Studies

Communication Design

The Bridge / People Engineering / Meta

CW: 2021-2024



Hello

I'm Yoann Resmond:
Interdisciplinary Visual Designer.



I previously worked at **Meta** as a CW under Enterprise Engineering with the Bridge Team, then with People Engineering*.

**I am sharing these designs privately, Thank you for only sharing these with Hiring Departments.*



Table of Contents

1

Product Launch
Animations

2

Metaversaries
Redesign

3

Internal Profiles
Theme Animations

1 | Product Launch Animations

This first section focuses on a series of **product launch animations**. These started as visual concepts based on design briefs. When narrative content is written, storyboards are created, including color scheme and overall visual design. then they are turned into shared docs to update edits with stakeholders.

Final illustrations are created and set up in layers for animation. An audio track is put together and a cadence for the animation dovetails with the desired animation duration.

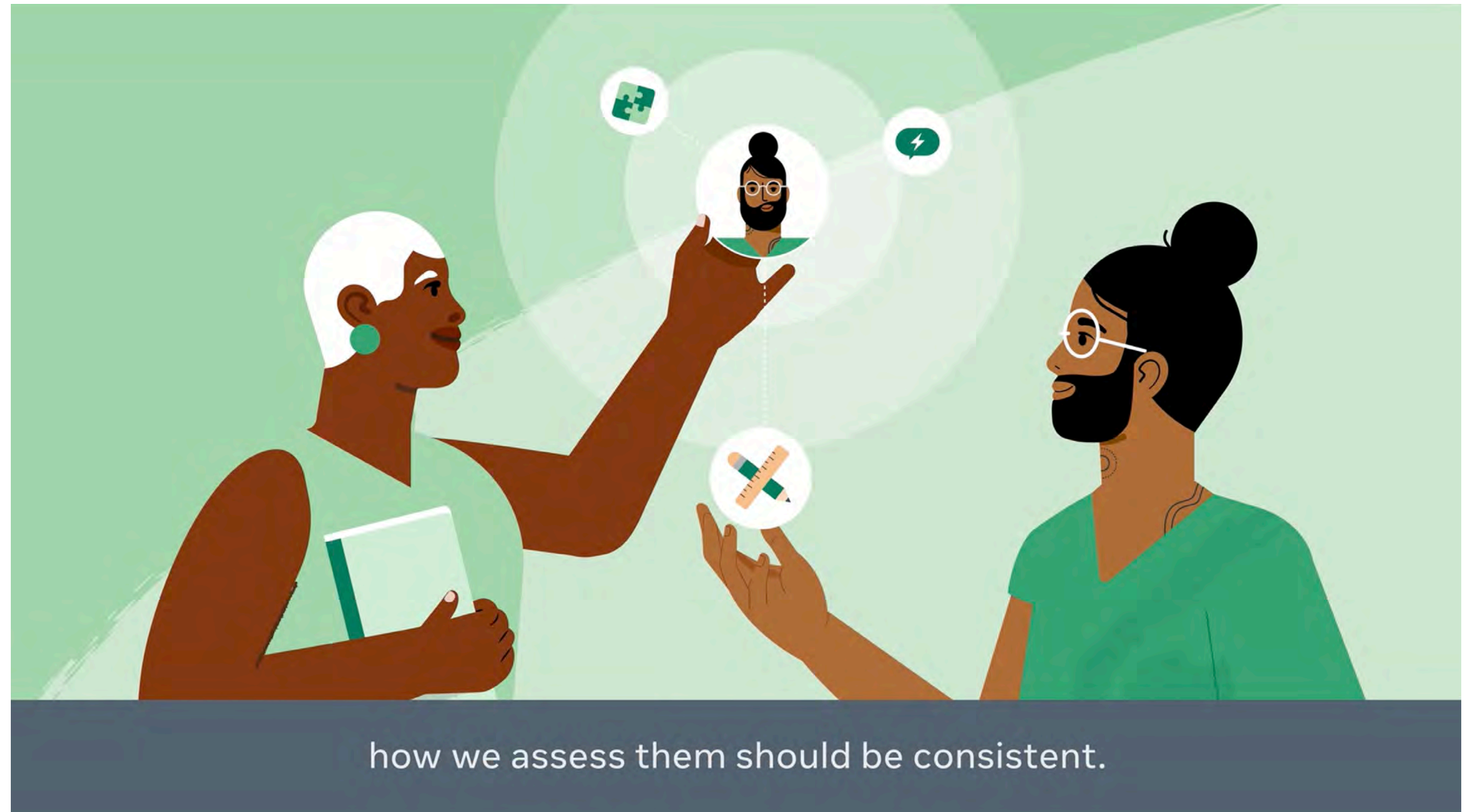
1 Product Launch Animations

Structured Interviewing

This product was created to simplify the interviewing process for recruiting teams. A series of easy to access tools allows for a smoother and more unbiased hiring process.

The chosen direction combined the ideas of connecting distant stars together with analyzing a profile in a human interfacing manner.

[Watch Video](#)

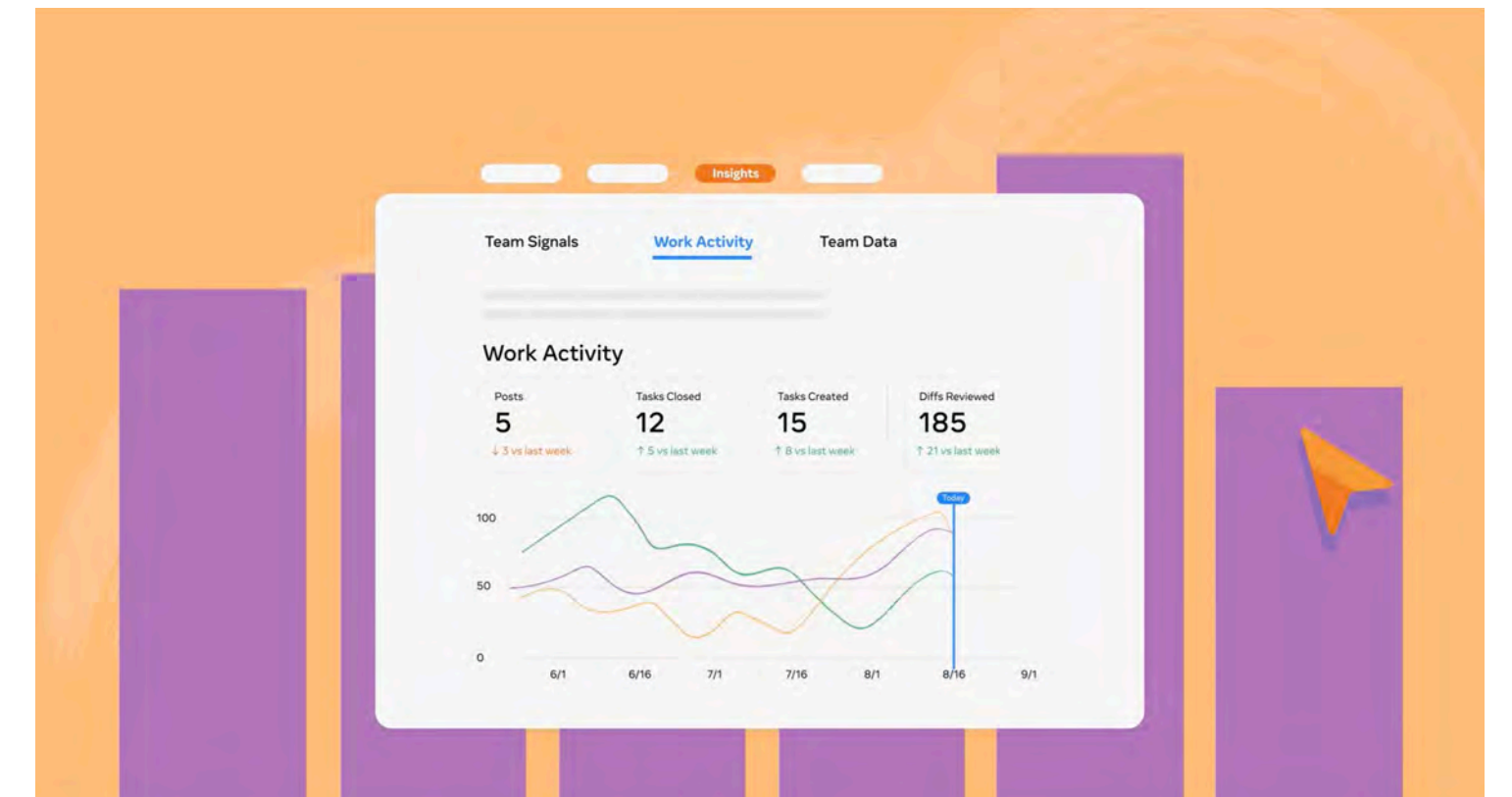
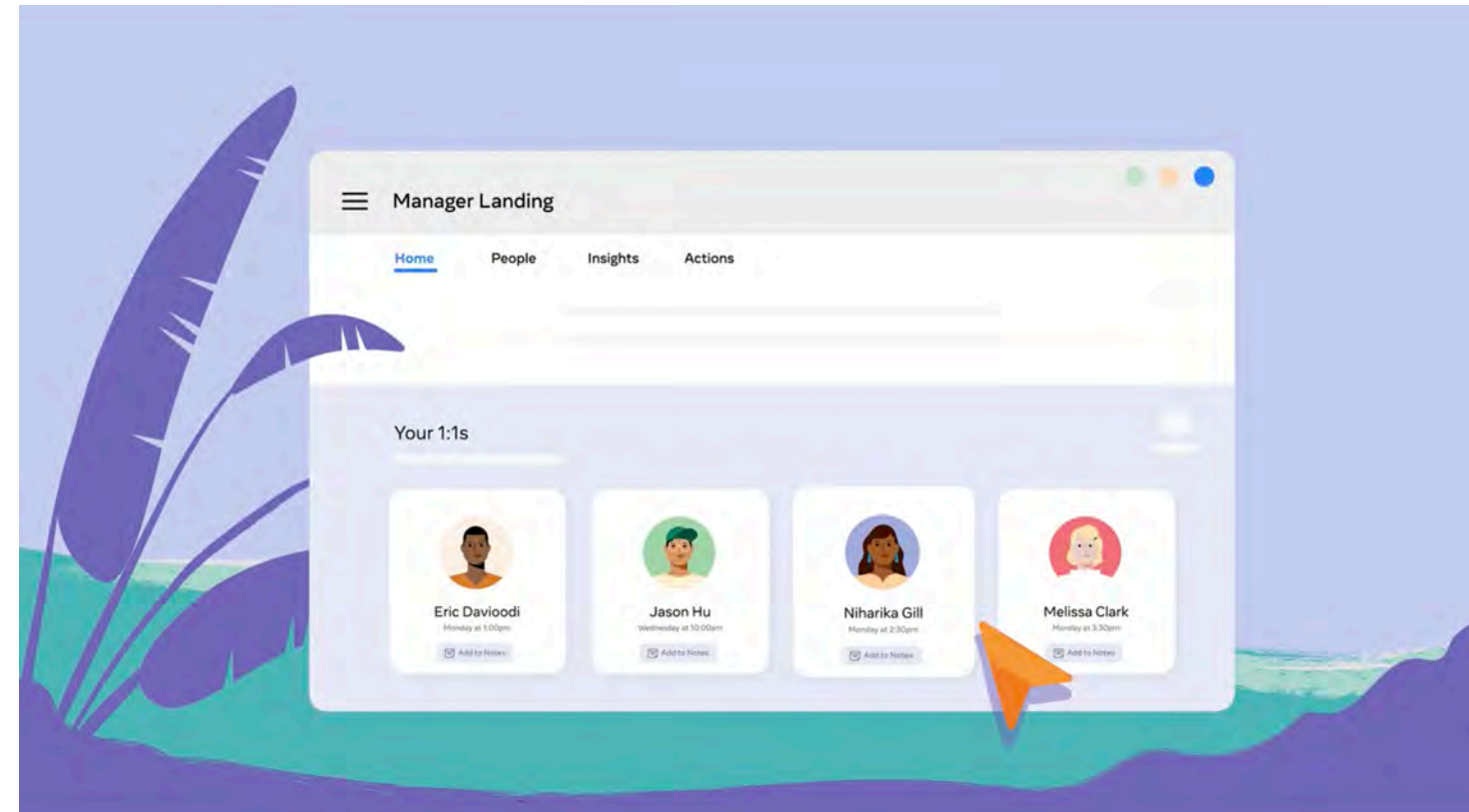


1 Product Launch Animations

Manager Landing

This product launch animation was developed to streamline the interaction between managers, allowing them to share profiles, insights and actions, and providing them with analytical data on teams and projects.

We decided to go with a nautical theme, with the visual metaphors of a lighthouse providing guidance in the fog, as well as relaxing seaside environments, showcasing peers as teams that can benefit from the safety and collaboration of working together.



[Watch Video](#)

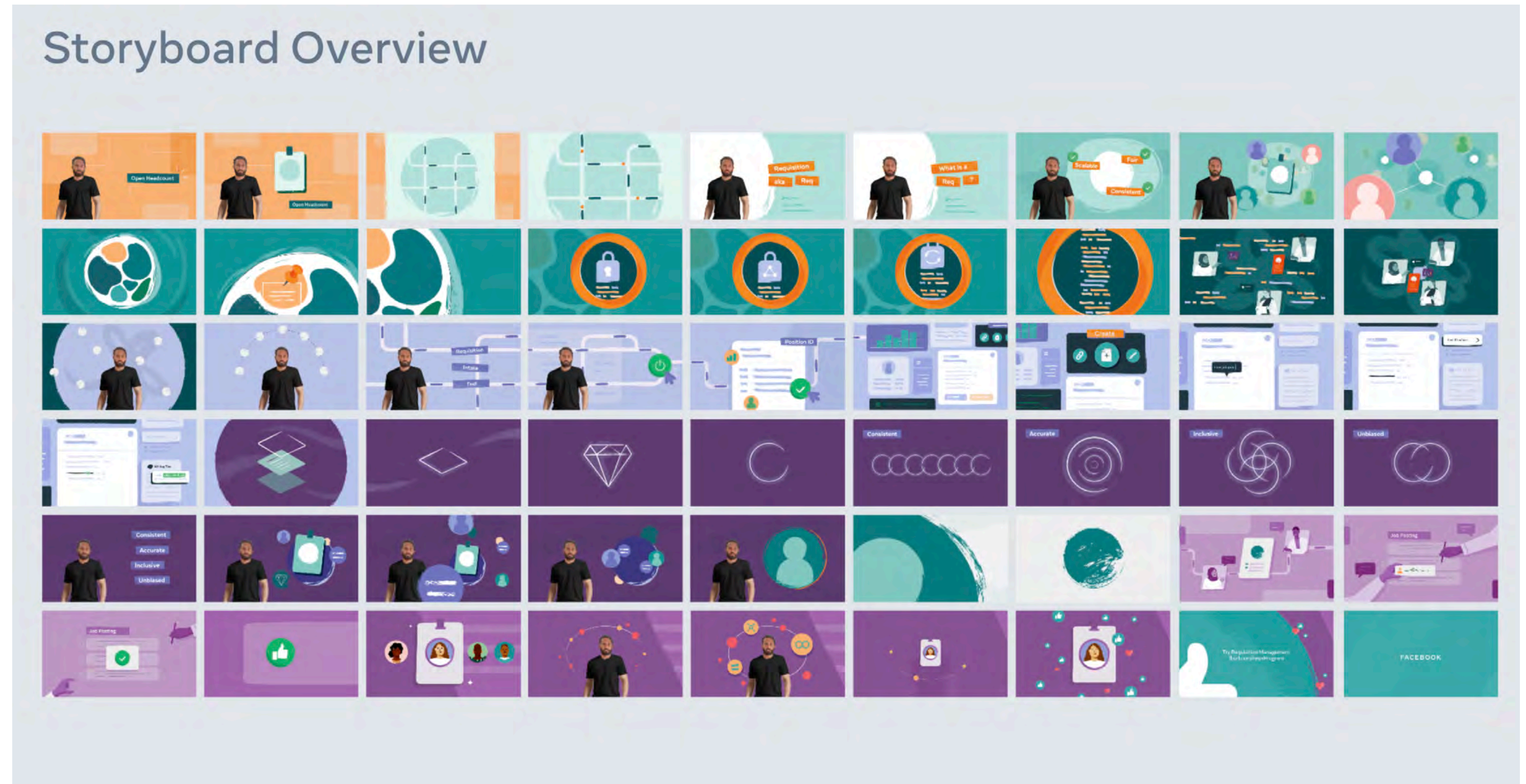
1 Product Launch Animations

Requisition Management

This product launch animation was created in the form of an explainer video for the process of creating Positions ID's, aka: Requisition Intake.

The visual language is less so based in one major theme, instead it shifts into different visual narratives to compliment the stages that we are taken through with the narrator. Since we had an actual person explaining the process, the visuals are of a more basic nature, emphasizing on flow from one concept to the next.

[Watch Video](#)



1 Product Launch Animations

Grow Micro-Connections

This product video launch is different from the others, it's more like a product teaser. We very quickly get to the point of the service by creating an in situ animation, showing the power of immediate video connection with peers.

The green theme echoes the Grow Connections branding, while the flowing wave animation in the back stands to support the simplicity and ease of use of the product.



[Watch Video](#)

2 | Metaversaries Redesign

It's been a long held tradition at Meta

that as an FTE, on your work anniversary, you'd get a package of number balloons and a card delivered to your desk as a celebration. in 2017, the blue pin (w/number) was invented to reduce material waste (balloons & helium). in 2020 the program shifted to design more customized pins that better reflect the visual zeitgeist of the company. Badges existed in physical form as pins and they were displayed on a keepsake on office desks.

2 Metaversaries Redesign

If a Milestone happens in the Metaverse, does it make a sound?

In 2021, the legacy Faceversary pins go digital due to Covid-19. These work anniversary pins now live in Workplace internal profiles along with other badges. The aim of the Metaversaries (FKA “Faceversaries”) is to show recognition to employees for their longevity/tenure and contribution to the business. People appreciate recognition and this gesture leads to increase employee allegiance and morale. Creating these redesigned symbols of recognition in digital form is a very important milestone for the future of work in which not everyone will have a physical desk in a shared office. However, the initial version lacked the excitement and cultural significance that the the original pins provided.



2 Metaversaries Redesign

Goals:

At The Bridge, we strive to find ways through communication design to enhance employee's product experience and to optimize inclusiveness. These Metaversaries are one way to offer stronger sense of community and belonging, in this case in the form of a visual reward and a milestone to look forward to. We took inspiration from the original pins, each of which held a visual Meta cultural reference.

Key Anchors:

- **Adaptation:** cultural physical pins adapted to a new format: internal profile digital badges.
- **Shape & Fit:** badges have a certain set of shapes and need to fit into a grid so they can exist along other types of badges, within a square format.
- **Distinction & Cohesion:** each needs to be distinct while visually belonging to a series.
- **Desirability:** the badges should each feel special, as each represents a new achievement.

2016 & before
Balloons



2017
Generic Physical Pins



2020
Physical Pins w/ Personality



2021
Blue Digital Badges



2021
Digital Badges w/ Personality



2 Metaversaries Redesign

Round 1 / Creative Approach:

We started our exploration by gathering the team to determine the logic behind badges shapes and their attributes to different badge typologies. Once this was established, we could focus on a unique shape for the MV's. We launched the MV redesigns in H1 2021. These digital badges were set within a hexagonal shape lined with a border. this adaptation echoed the legacy visuals of the original pins with a more contemporary look, homogeneous illustrated style, organized system and use of the company color palette.



2 Metaversaries Redesign

Round 2 / Refinement:

Insightful user feedback led us to rethink the clarity of these badges. Any good design starts with exploration and ends with refinement. This reflects a principle that 'The Bridge Team' holds dear. We came up with a revised set of designs to improve on the original proposal.



2 Metaversaries Redesign

Final Badges:

The favorite design direction features the shape of a rosette with dual ribbons, symbolizing, an award and a prize. It's a highly unique shape that makes for a more recognizable and contrasting effect next to most other badges. It strikes a good tonal balance between official and fun. This design is connected to the original Metaversary badge with the banner-like ribbon tails at the bottom, while not obstructing the design for maximum visibility. This addition acts to emphasize the Metaversary role. The numbers are clear and center, surrounded by legacy Metaversary pin visual vernacular.



2 Metaversaries Redesign

Bonus Tracks:

Complete visual exploration of the 10th Metaversary badge.



2 Metaversaries Redesign

Future animated badges:

As a part of our visual study, we experimented with an animated version of MV 10 to show how these internal badges could potentially become more dynamic and further heighten the feel of celebration.

As we increasingly share the experience of interaction with each-other virtually, and as we look towards a future in the metaverse, shared symbols such as the Metaversary can help represent our role in the virtual world and help communicate a better sense of culture in this new territory.



3

Internal Profiles Theme Animations

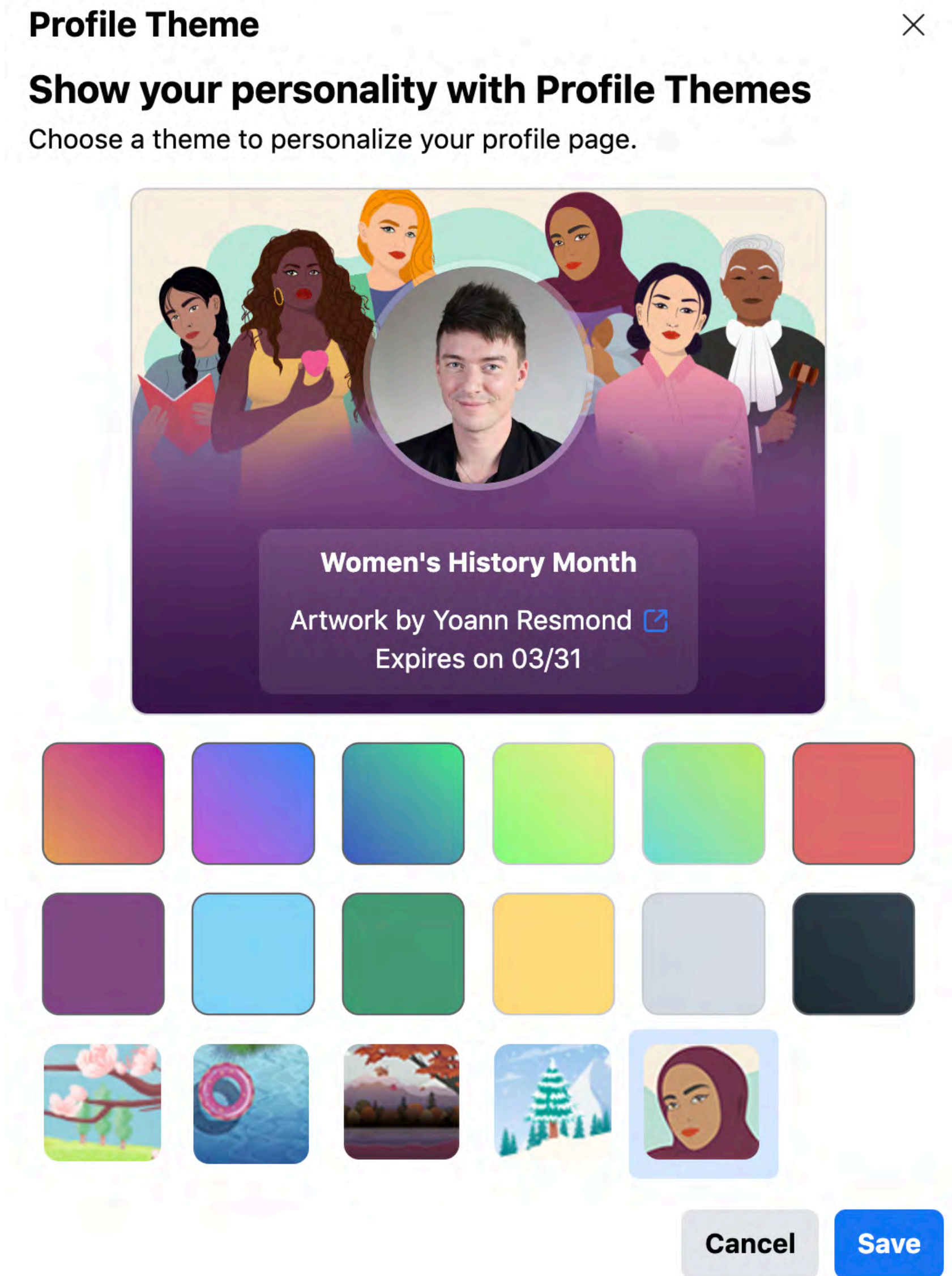
Internal Profiles are essentially your home page in the Workplace app. It's a place for your basic info as well as your calendar and work connections. Your profile photo sits atop a space with your information summary. The background of the space is usually a plain color or gradient. With The Bridge Team, we took on the project of creating seasonal and celebratory animated GIF backgrounds to bring people together on the occasions that matter to them, thus offering an additional sense of human connection and community in a space mostly used for information.

3 Internal Profile Theme Animations

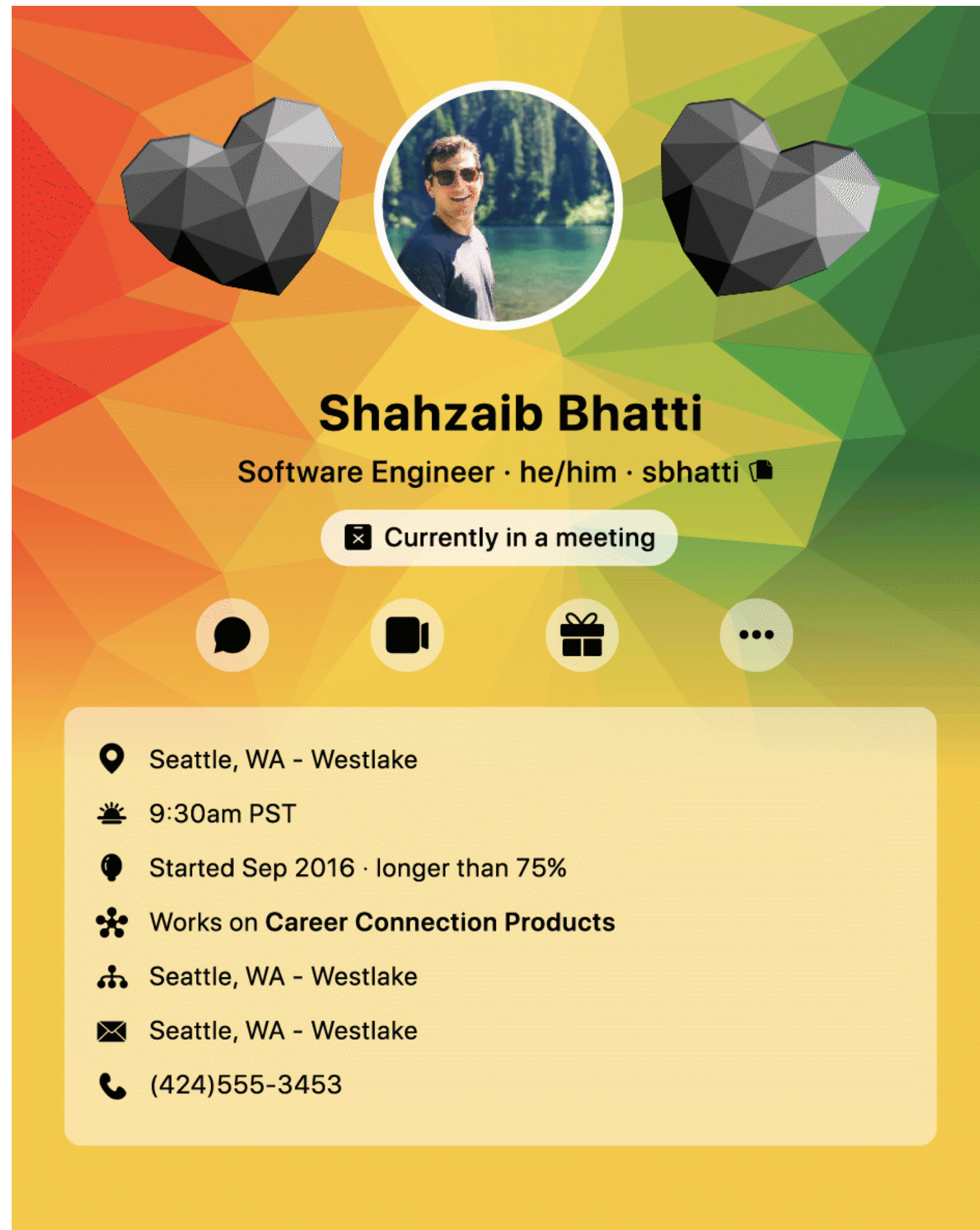
Internal Profiles Theme Animations

We can see here the types of options available to customize your background. Visitors of your page will see these as well. Seasonal animations remained year long, while months of cultural heritage celebration, such as Women's History Month shown here, remain for the duration of that particular month.

We'll start with the cultural heritage celebration themes, then on to the seasonal ones. You can click on each Profile to run the GIF animations.



February: Black History Month



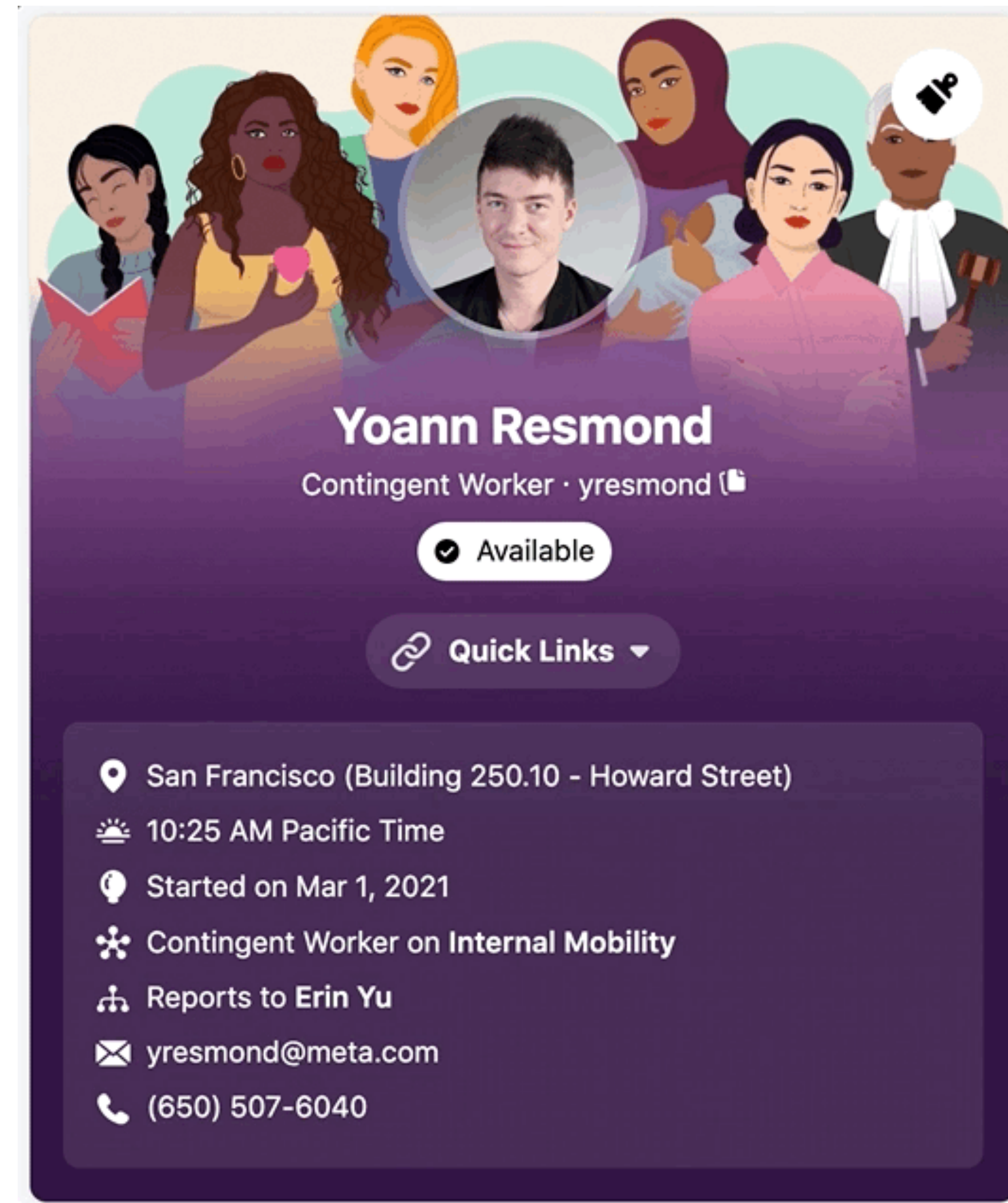
A profile card for Shahzaib Bhatti. The background is a colorful geometric pattern in shades of orange, yellow, and green. At the top, there are two grey, faceted heart icons flanking a circular profile picture of a man with sunglasses. Below the name, there are icons for chat, video call, gift, and a menu. A status bar indicates 'Currently in a meeting'. The contact information is listed in a light yellow box at the bottom.

Shahzaib Bhatti
Software Engineer · he/him · sbhatti

Currently in a meeting

- Seattle, WA - Westlake
- 9:30am PST
- Started Sep 2016 · longer than 75%
- Works on **Career Connection Products**
- Seattle, WA - Westlake
- Seattle, WA - Westlake
- (424)555-3453

March: Women's History Month



A profile card for Yoann Resmond. The background is a purple-to-blue gradient with an illustration of diverse women in the top half. A circular profile picture of a man is centered over the illustration. Below the name, there are icons for chat, video call, gift, and a menu. A status bar indicates 'Available'. A 'Quick Links' button is present. The contact information is listed in a dark purple box at the bottom.

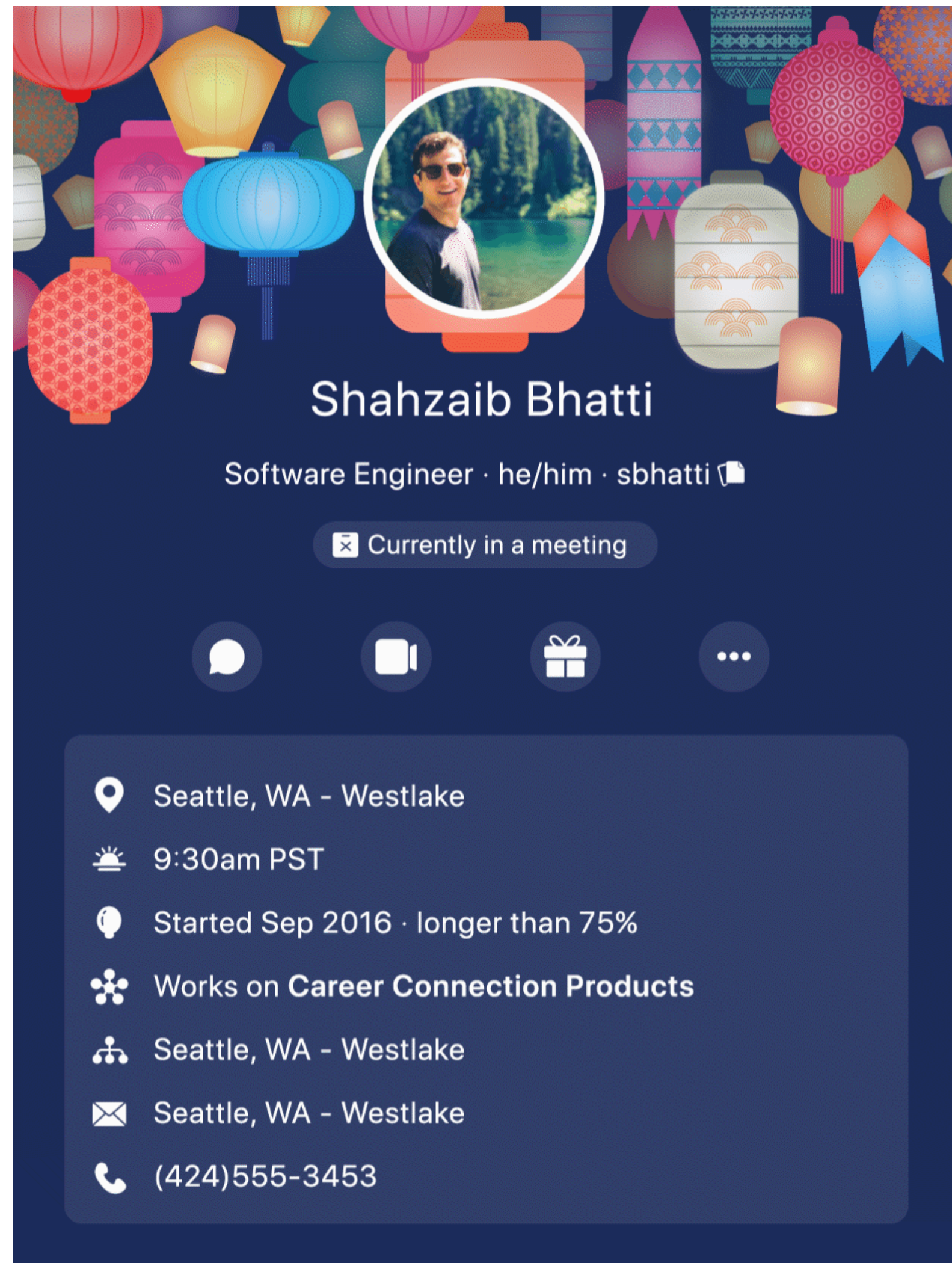
Yoann Resmond
Contingent Worker · yresmond

Available

Quick Links ▾

- San Francisco (Building 250.10 - Howard Street)
- 10:25 AM Pacific Time
- Started on Mar 1, 2021
- Contingent Worker on **Internal Mobility**
- Reports to **Erin Yu**
- yresmond@meta.com
- (650) 507-6040

May: Asian Pacific Islander Heritage Month

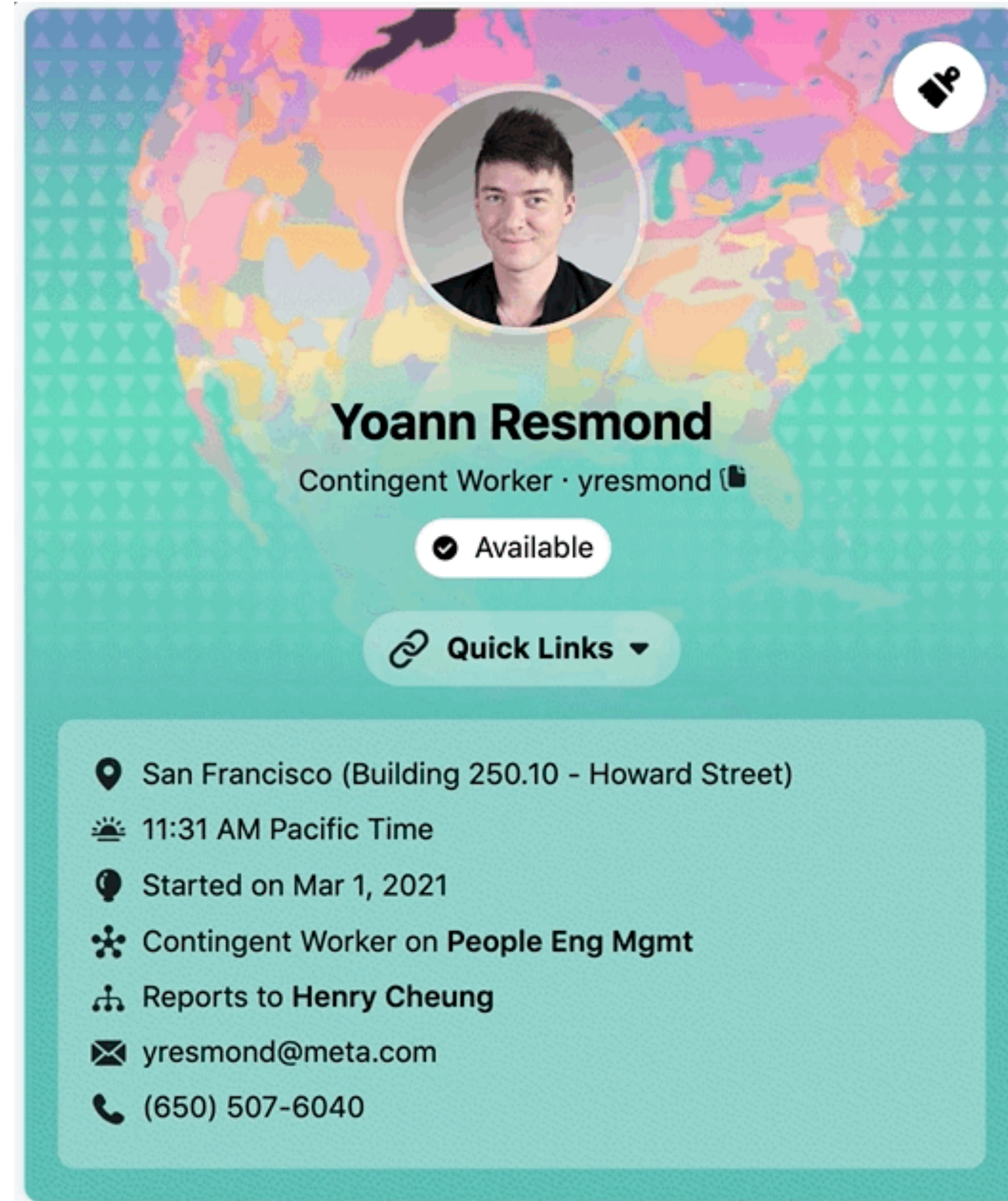


Shahzaib Bhatti
Software Engineer · he/him · sbhatti

Currently in a meeting

Seattle, WA - Westlake
9:30am PST
Started Sep 2016 · longer than 75%
Works on **Career Connection Products**
Seattle, WA - Westlake
Seattle, WA - Westlake
(424)555-3453

November: Native American & Indigenous Heritage Month



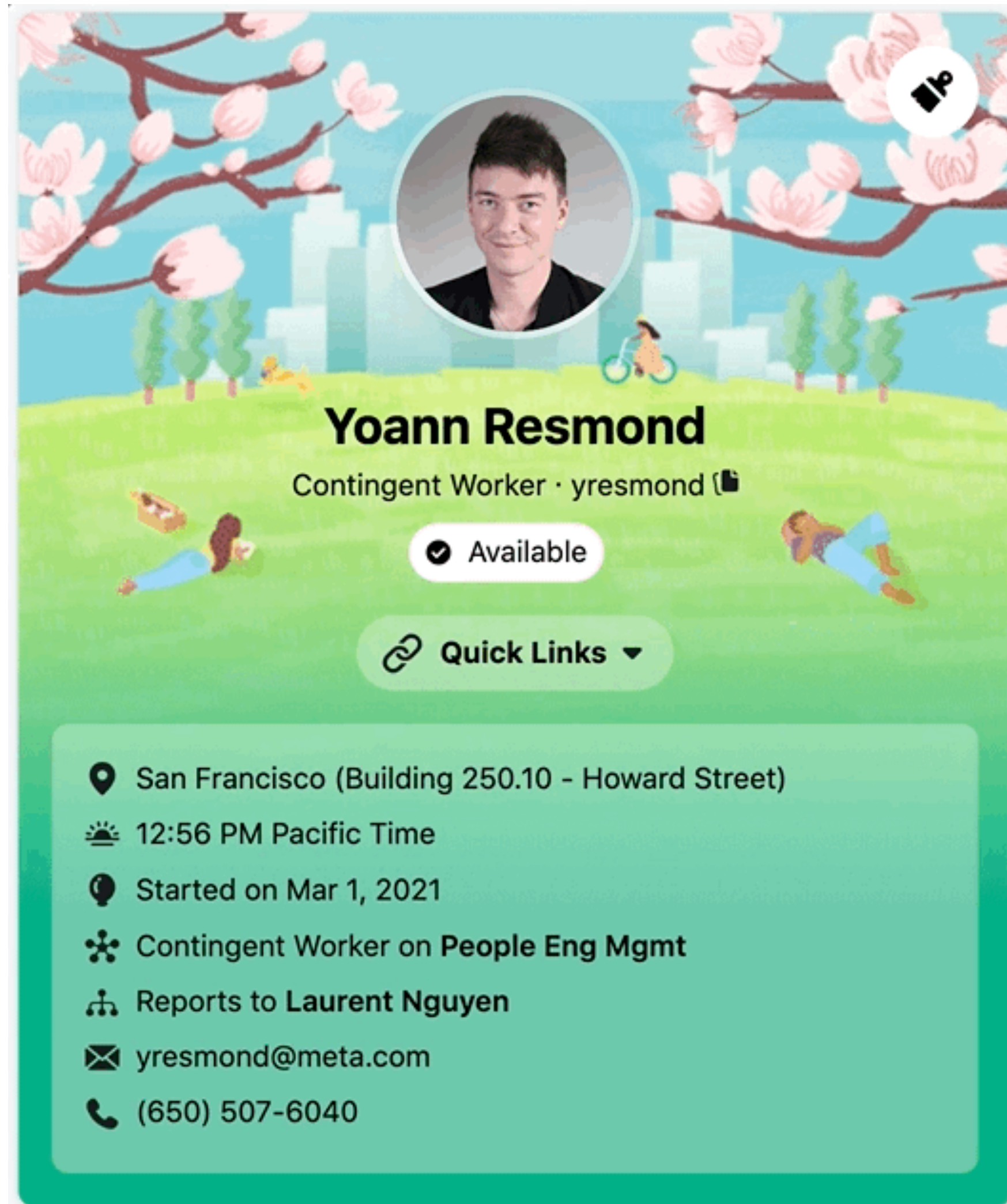
Yoann Resmond
Contingent Worker · yresmond

Available

Quick Links

San Francisco (Building 250.10 - Howard Street)
11:31 AM Pacific Time
Started on Mar 1, 2021
Contingent Worker on **People Eng Mgmt**
Reports to **Henry Cheung**
yresmond@meta.com
(650) 507-6040

Seasons: **Spring**



The profile card for Yoann Resmond in the Spring theme features a light green background with a cityscape and cherry blossom branches. The background illustration includes a person on a bicycle and two people lying on the grass. The card contains the following information:

- Yoann Resmond**
Contingent Worker · yresmond
- Available
- Quick Links
- San Francisco (Building 250.10 - Howard Street)
- 12:56 PM Pacific Time
- Started on Mar 1, 2021
- Contingent Worker on People Eng Mgmt
- Reports to Laurent Nguyen
- yresmond@meta.com
- (650) 507-6040

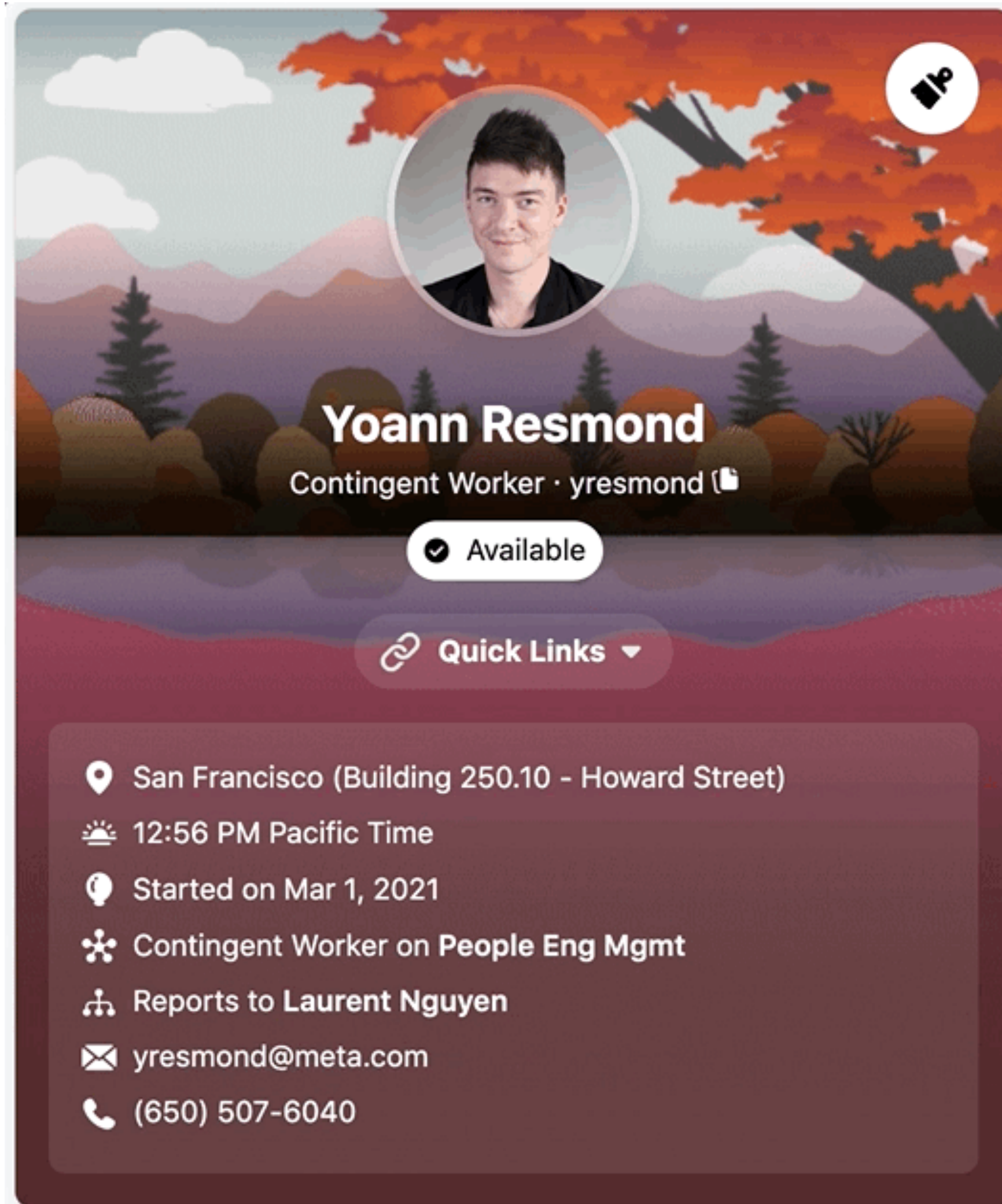
Seasons: **Summer**



The profile card for Yoann Resmond in the Summer theme features a dark blue background with a pool of water, a pink inflatable ring, and a beach ball. The background illustration includes palm fronds. The card contains the following information:

- Yoann Resmond**
Contingent Worker · yresmond
- Available
- Quick Links
- San Francisco (Building 250.10 - Howard Street)
- 12:56 PM Pacific Time
- Started on Mar 1, 2021
- Contingent Worker on People Eng Mgmt
- Reports to Laurent Nguyen
- yresmond@meta.com
- (650) 507-6040

Seasons: **Fall**



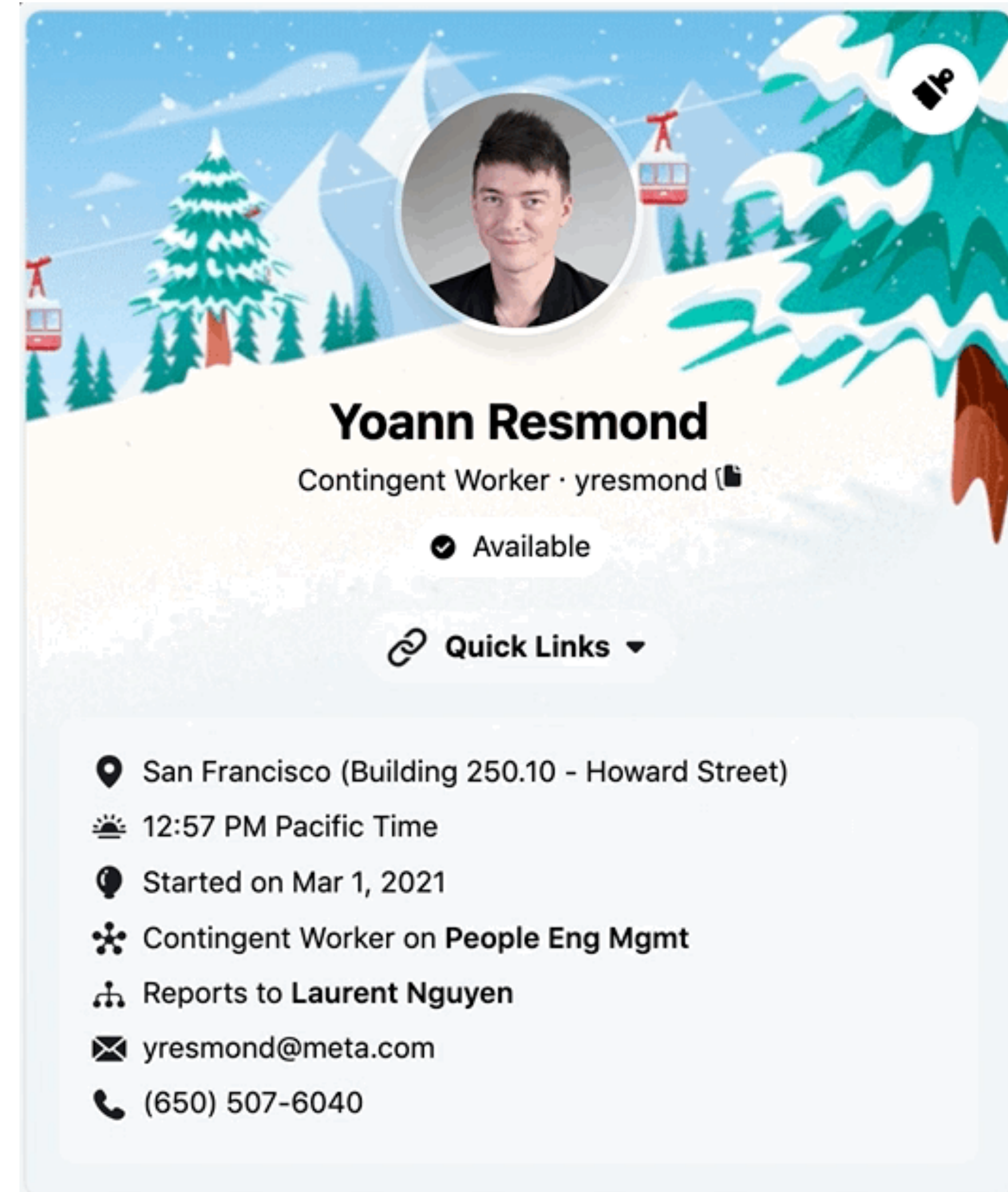
Yoann Resmond
Contingent Worker · yresmond

Available

Quick Links

- San Francisco (Building 250.10 - Howard Street)
- 12:56 PM Pacific Time
- Started on Mar 1, 2021
- Contingent Worker on **People Eng Mgmt**
- Reports to **Laurent Nguyen**
- yresmond@meta.com
- (650) 507-6040

Seasons: **Winter**



Yoann Resmond
Contingent Worker · yresmond

Available

Quick Links

- San Francisco (Building 250.10 - Howard Street)
- 12:57 PM Pacific Time
- Started on Mar 1, 2021
- Contingent Worker on **People Eng Mgmt**
- Reports to **Laurent Nguyen**
- yresmond@meta.com
- (650) 507-6040

Thank you.