



Jana Delamarter

Digital Fashion, AI, and Avatars

Three-time speaker and panelist,
Digital Fashion Week NYC

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SKILLS

Design

- Figma
- After Effects
- Photoshop
- Illustrator

3D & World Building

- Blender
- Roblox Studio
- Horizon Studio

AI

- Midjourney
- ComfyUI

AR & VR

- Lens Studio (Snapchat)
- Spark AR (Meta)

Collaboration

- GDocs
- GSlides
- Keynote

EDUCATION

Azusa Pacific University
BA Graphic Design

Art Institute of Portland

School of Visual Concepts

EXPERIENCE

Meta Reality Labs

4 years 2 months
Oct 2021 - Present

Staff Product Designer

Feb 2025 - Present

Leading a team of Designers building generative AI creator and developer tools for Meta's social gaming platform, setting company strategy and org-wide design direction for Meta Horizon Worlds creator-driven economy.

- Strategy, design, execute product experiences in mobile, VR, and web across Instagram, Facebook, Horizon App, Quest, and Meta Developer Dashboard.
- Presenting work personally to company leadership, with designs and demos consistently shown in executive reviews (Mark Zuckerberg, Board of Directors)
- Driving alignment across all product development XFN functions, including Engineers (AI & Software), Product Managers, UX Researchers, and Tech Artists
- Innovating digital fashion through avatars and phygital connected experiences.

Senior Product Designer

Feb 2023 - Feb 2025

Product Designer

Oct 2021 - Feb 2023

Skillz, Inc.

1 year
Nov 2020 - Oct 2021

Senior Product Designer

Designed end-to-end features for the mobile games SDK platform integration, from C-suite presentation and alignment to eng collaboration and in-product implementation.

Nike

3 years 7 months
May 2017 - Nov 2020

Lead Product Designer, Valiant Labs

March 2020 - November 2020

Led design for teen-focused digital product team in Nike's R&D accelerator, launching two new Nike innovation apps. Served as a key strategic partner, delivering research, prototypes, product design, and immersive AR experiences.

- Designed AR experiences and in-app integrations as pioneering partner for Snapchat's Story Kit and Camera Kit SDKs (using Lens Studio)
- From research and strategy to flows, wireframes, branding, UI, interaction, prototyping, and eng implementation

Digital Designer, Nike By You

May 2017 - March 2020

UX/UI design for shoe customization web tool on nike.com. Creative direction and design of multi-channel motion graphics marketing campaigns (web, apps, social)

4th Avenue Media

2 years 1 month
Dec 2014 - Dec 2016

Design Lead

Dec 2015 - Dec 2016

Graphic Designer

Dec 2014 - Dec 2015