Tennessee v. Meta
Case No. 23-1364-IV
PX-01263

Shayli Jimenez - Self Review 2022

Executive Summary

This year I leveraged the power of my product sense and strategic research expertise to further establish my role as the foremost subject matter expert on one of our most important user cohorts - teens. My consultation reached new heights of impact at IG and my influence hit new corners of Meta so much so that I elevated my influence from a Research Leader to a Product Leader amongst UXR and XFN by being a principal divisor of a teen product strategy so compelling it became the product strategy for Instagram for 2023.

[HYPERLINK "https://fb.workplace.com/groups/teamig/permalink/6110600588979534/" \h]
- QA w/ Adam Mosseri, 11/2/22

My ambition to unify product strategy around teens began in 2021 when [HYPERLINK "https://docs.google.com/presentation/d/1TKDwsCtXLp_47yHuM2-FDFzjsqTTFQguDpyzz0N3qu4/edit?usp=sharing" \h](slide 18) that we needed a formal strategy for teens during a review of insights my teen-focused understand V-team (IG Teen Insights Initiative) in order to reverse negative trends in sentiment we observed. As the year progressed in late 2021 and early 2022 I led the research and narrative for [HYPERLINK "https://docs.google.com/presentation/d/1eUcuutR20tkewwgTuCSh2_nU6f211T5LMKBVcMQ_aHg/edit?usp=sharing" \h] and [HYPERLINK "https://docs.google.com/presentation/d/1wKPmbJedDFvtMEDOMNJuOvNuaTXKZWsE4wieY88kUao/edit?usp=sharing" \h] which led to me proactively identifying the need for a research voice for a [HYPERLINK "https://docs.google.com/document/d/17ycvKkzCtqY7p6dLlrcBExmE9pa3S7flsKMp5cDh37A/edit?usp=sharing" \h] effort where I continued to advocate among leads for a broader sprint and vision for teens which brought to life the Next Gen Teen Strategy, and has become IG's company-wide product strategy. This year all of my work in the teen space culminated to the outcome I dreamed of and never let up working towards.

Accomplishments

- I assumed the role of the Research Lead (as the only IC in a team of directors) in the [HYPERLINK "https://docs.google.com/document/d/1J2ji5DyLqNvjzy81rjoQP9uNiKhTz9gV5wWLFiEI_R8/edit?usp=sharing" \h] where I took on critical responsibilities within developing a teen product strategy and the approach for operationalizing the strategy across IG.

- I continued to own the space by building on our foundational understanding of teens by managing and populating the high-vis [HYPERLINK "https://work.me/g/2BsBqZYTV/zOeqNXDQ" \h]as well as providing a [HYPERLINK "https://fb.workplace.com/notes/1768089320202813" \h] to the cohort based on [HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1233774647550469/" \h], data, [HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1113692349558700/" \h] for which to evaluate our current product offerings and investments in [HYPERLINK "https://docs.google.com/presentation/d/106dGwjSKj8C7hwkxbvl7bATD9difhsOvHNM12AkcVHA/edit?usp=sharing" \h]. These perspectives framed up the urgent need for an IG teen focus and a nuanced understanding of teens for products within the FoA aiming to serve teens including Horizon and NPE.
- I also used my ability to lead through others by initiating and leading research collaborations to address teen knowledge gaps in priority product areas including Reels and Friend sharing. These projects highlighted new opportunities that were prioritized in roadmaps and strategies in H2 2022 and H1 2023 including the Reels Differentiation strategy, Youth Experiences, IG Sharing and Creation teams. I was also frequently sought out and consulted for teen-related product directions, decisions and insights across various product groups and teams across Meta including Horizon, NPE and FB.
- As a Meta IC researcher model & mentor, I leveraged my tenure and success at Meta to uplevel the performance of my fellow researchers by providing moral and tactical support for career development as well as skills and strategies for increasing the quality and impact of their research by instituting regular office hours (Real Talk Office Hours) where I coached my colleagues on various topics including XFN relationship management, strategic roadmapping and narrative development. I also delivered powerful workshops on the benefits of building a personal brand and teen research best practice talks at UXR sponsored events.

Details

1. **I maximized my research and storytelling expertise, thought partnership and voice to shape not only the product strategy of *what* we build for teens but drove change in how we approach executing "big swing" efforts, leading to being seen not just as a research leader, but a product leader for Instagram.**
    - I assumed the role of the Research Lead in the [HYPERLINK "https://docs.google.com/document/d/1J2ji5DyLqNvjzy81rjoQP9uNiKhTz9gV5wWLFiEl_R8/edit?usp=sharing" \h] where I took on critical responsibilities within

developing a teen product strategy and the approach for operationalizing the strategy across IG.

- I led and drove the creation and development of the narrative that set the [HYPERLINK "https://docs.google.com/presentation/d/1L8yxFUFmebOc8X9m3gLx-HmlqBwdPmJ4shU9rZkXzfs/edit?usp=sharing" \h] context for why we needed a new strategy for teens and the direction it should take based on research and data insights. This narrative highlighted how to close the gap on the loss of PMF with teens by investing in product changes that would better align our product offering with Gen Z's values as identified by my research (authenticity, participation and fluid exploration.) I drew on insights and resources from my teen expertise to address and reason on [HYPERLINK "https://docs.google.com/document/d/1Udt3za6RxaH-quUjYmm2W6O81g8SOhsMvqTsnQVFeLg/edit?usp=sharing" \h] about [HYPERLINK "https://docs.google.com/document/d/1bKeFTw07fcdgW427dN_ZM21tTei2qcMQsNKsYB-XHOE/edit?usp=sharing" \h] as they arose while collaborating with leads including: Max Eulenstein (VP PM), Melissa [redacted] (PD Dir), Susan [redacted] (PD Dir), Darius Kilstein (DS Dir), Nino [redacted] (DS Dir), Morgan [redacted] (PM Dir), Prashi [redacted] (Product Growth Dir), Porfirio [redacted] (Consumer PMM, Dir), Mel [redacted] (Youth STO) on the Next Gen Teen Product Strategy. All of this armed our team with a POV to shape the narrative as highlighted in the IG-wide Design All Hands and inform the [HYPERLINK "https://fb.workplace.com/groups/627117335648391/permalink/692879299072194/" \h][HYPERLINK "https://fb.workplace.com/groups/627117335648391/permalink/692879299072194/" \h] for how the new teen strategy would be envisioned and realized in the product. Nearly all of the concepts generated during this sprint are being pursued on [HYPERLINK "https://l.workplace.com/l.php?u=https%3A%2F%2Fdocs.google.com%2Fspreadsheets%2Fd%2F1H8p-P7bQfLVxAT04iH9liID_I5ZFFXCmLEQtAn823Ho%2Fedit%23gid%3D0&h=AT2tmaekHbyg6l1G3wubpICM9yJqtCYzFtL8ul2jsDWJx4HgvXz-lukZC0erqwOdvKTqARCnEHml3krKmqIkOwxMFs8EOsPovre5c6pFEnaDgX_-vmksAXWqTN0C-MGYwHaBokJ311ZI0IkoxOoczgfMOH1tQe_yEggHWg" \h].
- The large scope of needed shifts I outlined in the strategy led myself and the team to advocate for company-wide effort (not just one or two specific product teams) to come close to reversing negative teen trends across several dimensions. This ultimately led to 9 different teams across 5 pillars in

the Instagram organization taking on [HYPERLINK "https://fb.workplace.com/notes/2419030068244361/?comment_id=9882024925686 55&reply_comment_id=5742322075805665&notif_id=1673016660982035&notif_t=note_reply&ref=notif" \h]for the first time in 2023.

- In anticipation of the company's greater teen focus, I collaborated with a formal network of my peers I formed last year (IGTII) to create the [HYPERLINK "https://sites.google.com/fb.com/instagram-teen-insights-playbo/home" \h] - a comprehensive microsite for stakeholders and leadership to access fundamental insights regarding teen jobs, needs and emerging values. This microsite is so useful it was included as a resource in Max Eulenstein's announcement to IG Core ([HYPERLINK "https://docs.google.com/document/d/13l7mh-LtrXAuIv2YCGWAJG8SxebRd_HfRimKxm-h51s/edit?usp=sharing" \h]) about our teen product strategy for 2023 along with my shared insights WP group I started and manage -[HYPERLINK "https://work.me/g/2BsBqZYTV/zOeqNXDQ" \h] in order to jumpstart their product development planning, brainstorms, roadmapping and strategies for the teen audience.
- As the lead research XFN I also provided valuable input on [HYPERLINK "https://fb.quip.com/AuBFAvYn2e4M" \h] and [HYPERLINK "https://docs.google.com/document/d/1ra9qo41fxJ2LITfpQCF2f6QIAQ_0QWiFzIbaTq3FJRY/edit?usp=sharing" \h] that will be shared out the whole company in a post in IG Core from Max Eulenstein on Jan 12 setting the direction and providing the guidance and resources for product teams to execute against the teen product strategy developed by the Next Gen V-Team. As DRI of Teens, Morgan [redacted] will also be sharing communications regarding the new operational model for this strategy that I provided input and resources for.
- I also looped in missing partners (for example, I advocated to bring in a CD partner) and flagged potential issues in the operational plan for executing the new teen product strategy.

- To push the company further in taking on more ambitious goals and product changes, I invested in an internal effort ([HYPERLINK "https://fb.quip.com/[redacted]" \h]) as the Qualitative Research lead. Our goal was to understand the challenges and barriers product teams face in taking on "bigger swing" projects with the aim to making greater impact to top line metrics.
  - The research I conducted and [HYPERLINK "https://fb.workplace.com/notes/1717075081970904" \h] identified several previously unknown pain points associated with creativity and innovation that

I flagged to IG leadership which forced them to clarify the problem they wanted to solve.

- It also provided the foundational insights and recommendations that had direct impact on the [HYPERLINK "https://fb.workplace.com/groups/entertainmentfyi/permalink/525167362506600/" \h] and how they divide their time between projects directly aimed at their topline goal metric (producer PR) vs projects that are much more experimental and aimed at IG's participatory entertainment value prop.
  - IG Entertainment Leads' comments on the note:
    "...we two have just discussed about some of these, and we have a few ideas that might address a few of these issues." - Nam Nyguen Engineering, Head of Instagram Eng

    "...an excellent read as we think about our team's expansion to support big swings. [HYPERLINK "https://fb.workplace.com/profile.php?id=100021730984939" \h], [HYPERLINK "https://fb.workplace.com/profile.php?id=100022034989437" \h] *given Entertainment is where IG leads are pushing R&C for differentiation, great tips in here on how we can remove barriers to big swings." - Katie* [redacted] *Product Marketing Lead, IG Entertainment*
- This work also supported and shaped the formation of Meta-wide and other efforts to improve and drive innovation at IG including [HYPERLINK "https://fb.workplace.com/groups/instagramresearch/permalink/2393057289656466 7/" \h] and [HYPERLINK "https://fb.workplace.com/media/set/?vanity=100053772005665&set=a.646540720481656" \h]
  - *#thanks Shayli for helping us ground our upcoming recommendations on what to do next here in real discussions w/ folks on the team! - Nelson* [redacted] *IG PM Captain*
  - *Shayli! This note on "Whats stopping IG from taking big swings" is fantastic and extremely helpful, especially heading into planning. The MK team is pivoting to own the Messenger App experiences and we're early in defining our team charter and swim lanes. I shared your note with our Messenger App team and highlighted the key takeaways to structure our planning conversations and empower teams to address areas where they feel there are competing forces or may be undermined in achieving their goals. Big thank you for*

bringing this together and helping our planning. - Justin [redacted] UXR Messenger

2. **I leveraged the power of my product sense and strategic research expertise to grow my reputation as the foremost Teen SME Meta-wide among UXR and XFN.**
    - I continued to own the space by building and scaling on our foundational understanding of teens by managing and populating the [HYPERLINK "https://work.me/g/2BsBqZYTV/zOeqNXDQ" \h]and providing a [HYPERLINK "https://fb.workplace.com/notes/1768089320202813" \h] based on [HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1233774647550469/" \h], data, [HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1113692349558700/" \h] for which to evaluate our current product offerings and [HYPERLINK "https://docs.google.com/presentation/d/106dGwjSKj8C7hwkxbvl7bATD9difhsOvHNM12AkcVHA/edit?usp=sharing" \h]. This perspective has framed up the urgency for a teen focus on IG and a nuanced understanding of teens for any product aiming to serve that audience such as Horizon or NPE. Socializing this this perspective in combination with moderating teen panels has been [HYPERLINK "https://fb.workplace.com/groups/674145617387096/permalink/699420958192895/" \h] and helping leadership and XFN stakeholders internalize important insights for this user group (IGPM Offisite, [HYPERLINK "https://fb.workplace.com/groups/674145617387096/permalink/699420958192895/" \h], [HYPERLINK "https://docs.google.com/document/d/1iOUFGeGy-eC6ffiDVNJwrFvxMg49-2j_sogcPNI2Zcg/edit?usp=sharing" \h])
        - *Thanks so much to Shayli for helping drive an incredibly engaging Teen Experience Panel at our IGPM offsite. The full PM & PM leadership team got extremely powerful insights from the discussion that will influence product roadmaps in H2 & beyond. - Nelson [redacted], IG PM Captain*
        - *Incredible job presenting and moderating at the Foresights Summit! Really appreciate all of the time and energy that you put into this event + the last minute pivot to jump in and moderate the panel. It was a true success. The insights gleaned from your talks and panel with Gen Z were so valuable for leadership and the team to hear directly. I am still getting pings on how valuable, morale boosting, and actionable the summit was, so thank YOU! - Ally [redacted], UXR Dir*
    - Leveraging my unique holistic point of view and connections with product researchers, I identified several gaps in our teen understanding within existing video and sharing strategies. I used my ability to lead through others to initiate and lead teen-focused research collaborations across these priority product areas which led

to strategic shifts and net new roadmap items H2 2022 and H1 2023 for Reels and Friend Sharing.

- [redacted] [HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1113125496282052/" \h], collab with Brenda [redacted] (Reels), Jamie [redacted] IG Labs) and Tim [redacted] (Feed) study was executed this year with impacts landing now.
    - Highlighted photos as an important component of the entertainment job teens hire IG for and providing color on the results of Panavision experiments.
        - It influenced the [HYPERLINK "https://docs.google.com/presentation/d/1AV_4_66egOkL6M1RIZk-i06ay6UpzzyWgy2zPyi1VII/edit" \l "slide=id.g1a1caff8121_0_0" \h] for H1 2023 including strategies around "Sourcing content that's relevant to teens to help them discover it" and "Making Reels a viable production avenue for connected biographical sharing".
        - Spurred a follow up study ([HYPERLINK "https://fb.workplace.com/groups/3523415091011108/permalink/5833278843358043/" \h]) which influenced the priorities for [HYPERLINK "https://fb.workplace.com/groups/entertainmentfyi/permalink/525167362506600/" \h], specifically new investments in social use cases — connecting and sharing your life including audience controls, rebranding Reels to be more approachable to everyday teens, new participatory formats like green screen and collabs.
        - I pushed Jamie [redacted] to take the teen patterns of behavior and preference from this research study that aligned with teen content trends on IG he uncovered such as "photo dumps' and Stories reshares and put them into a synthesized narrative around [HYPERLINK "https://fb.workplace.com/photo/?fbid=1826210937763276&set=pcb.1826212277763142" \h]. This effort resulted in several roadmap items expanding on the phenomenon (revolve carousel, investments in feed sharing, considering new authentic sharing formats and spaces)
    - [HYPERLINK "https://docs.google.com/presentation/d/14qj2Er79kZaXWsqmA0W6hueUnl2stNDJEMJQaDAx7k0/edit?usp=sharing" \h], collab

with Cherie [redacted] (Conversation Starters) and Jessica [redacted] (Sharing Studio), study executed end of 2021 with impact landing in 2022

- Advocated and evangelized that shared and participatory experiences were a ripe investment area that became a major component of the the [HYPERLINK "https://docs.google.com/presentation/d/1m-khUZWd1BPeKmNLIhCxvr0eajDC_Bzlve9-T5qn4R8/edit" \l "slide=id.g13449d8765d_2_7" \h] (slides 49-51), the [HYPERLINK "https://docs.google.com/document/d/17ycvKkzCtqY7p6dLIrcBExmE9pa3S7flsKMp5cDh37A/edit?usp=sharing" \h] and [HYPERLINK "https://fb.workplace.com/groups/621774854848531/permalink/1748247832201222/" \h], [HYPERLINK "https://docs.google.com/presentation/d/18lbbJf4mXzBugwpaESwig5h1tfsHV2DIqBjHZ5bZ6e0/edit" \l "slide=id.g1350c526801_3_75" \h], [HYPERLINK "https://docs.google.com/document/d/1mh4MYeBG6__RiumkovKYDnITgI862bD7HW4_Vydo_sI/edit?usp=sharing" \h], [HYPERLINK "https://fb.workplace.com/groups/2945436332335929/permalink/386778113360963/" \h] and [HYPERLINK "https://docs.google.com/document/d/1LLgiI0Vl7Jnbq717S63nKksvnNsWE2wnVH86sY0hc98/edit" \h] all of which have generated roadmap items including Time Capsule, Shared Albums in Direct, privacy model changes in Reels and Expressive Avatars. This study also shaped shared product strategies between IG and Messenger.

- I was frequently sought out and consulted for teen-related product directions, decisions and insights across various product groups and teams across Meta.
  - Collaborated with **Horizon** UXR team to share relevant teen insights and consult on their research POV when their product pivoted to focus on teens with an impending launch to them in 2023.
    - *#thanks for research insights that formed the backbone of a deck that defined opportunities for teens and young adults in Horizon worlds. Your generosity in sharing subject matter expertise across product groups made our work faster and stronger than it otherwise would have been. Looking forward to taking this work further with you in H1! - Laura [redacted], Horizon UXR*

- *#thanks for a wonderful presentation zeroing in on some very high priority topics for our product space. Leveraging your work from IG was so helpful for the Horizon team as we pivot to youth. Excited for a wider share out with the broader Horizon team. - Meghan [redacted], Horizon UXR Manager*

- Consulted with **NPE** UXR to share insights and direction on product development for teens around private sharing and authentic connection. The Head of NPE [HYPERLINK "https://fb.workplace.com/groups/npeteamhub/permalink/1228137444403802/" \h] that authentic expression will be one of the three focus areas for NPE in 2023. They will start to hire teams to explore ideas to support this youth-focused user need, especially in small digital groups.
  - *Thanks Shayli for sharing your research findings and thoughts on supporting teens for authentic, private group interactions. What you've shared really helps us shape our understanding about how to support unmet needs of teens with potential new standalone products. I appreciate your time and effort to help inform strategies for NPE. - Di[redacted] NPE UXR*
- Collaborated with Joe[redacted] from **FB** Foresights & Strategy to develop a research project for The Future of Video & New Media Formats where we crafted the project to create a unique methodology that combined methodologies that generated foresights and insights in order to paint a holistic vision of the future of video (and new opportunities beyond entertainment) while also illustrating how we can build the bridges to get there based on emerging and latent behavior among Gen Z. In this research we:
  - Hit all planned project milestones for 2022 (socializing project, completing execution of research methods and initial insights socialization)
  - Identified a clear market shift of video being an entertainment use case and consumption format to an interface taking on many new jobs in the realms of shopping, identity and collaboration
  - Discovered emerging video use cases and latent behavior among Gen Z
  - Identified new opportunity areas and investments for Meta to leverage video for
  - Shared with key stakeholder groups
    - Lightning talk at IG Leadership Foresights Summit
    - Socialized with FB Video XFN Leads

    - Published and presented a broad shareout to cross-Meta audience of [HYPERLINK "https://work.me/g/3uqv8BZnL/jUh7Ft2k" \h]
  - Generated interest and commitments to leverage this work in design sprints and workshop strategies for FB Video, IG Reels and FB/IG Creators teams slated for Q1 2023.
- I was frequently consulted by IG XFN product teams to use my teen insights to shape design sprints and workshops across the company. This year I contributed to several impactful planning and socialization efforts:
  - Participatory Experiences Workshop (co-led programming for Day 1 insights session)
  - IG Creation Sprint (lightning talk)
  - Explore Summit (lightning talk)
  - Brand X Sprint (lightning talk)
  - IG Feed & Relevance Onsite (lightning talk)
  - IG Leadership Foresights Summit (moderator, 2 lightning talks)
  - IG Design Summit (presenter)
- I was also frequently consulted by IG researchers and teams to share teen insights and assist in roadmapping and project scoping for teen work. For example:
  - IG Live AMA panelist
  - IG Home Onsite presenter
  - IG UXR All Hands - Teen Differentiation presenter
  - Consultant on existing knowledge and research roadmap scoping to IG Community Labs
  - *Thank you Shayli for all your research this year! It has helped the Instagram Community Lab with:*
    1. Lit Reviews - IGCL was tasked to pivot to understanding teens more deeply this summer, as was the rest of the company, and Shayli's research (teens emerging social media needs + more) were a tremendous help.
    2.Validating existing research - Shayli's research has validated a number of IGCL's insights. (The future of video)
    3.Showing where there still may be potential gaps for our team to dive further. Shayli's research and conversations with her has provided insight on what areas there might be opportunity to investigate further.
    4.Also loved the way The Future of Video kicked off in a collaborative way with XFN- helpful and inspiring for how we kick off our future research. - Lauren [redacted], IG Community Labs

3. **As a Meta IC researcher model & mentor, I have leveraged my tenure and success at Meta to uplevel the performance of my fellow researchers by providing moral and tactical support for career development as well as skills and strategies for increasing the quality and impact of their research.**
    - During my Real Talk Office Hours and mentorships I have helped several ICs across the FoA navigate their careers at Meta empowering them to problem solve and take actions that allow them to spend more time doing what they love and excel at.
        - *Shayli, Thank you for creating a space to share your 7-year meta wisdom! The perspective you hold is extremely unique as you've truly created a sustainable career at this company. Specifically here is what I appreciated: - Transparency into what "impact" looks like on product teams - Communication Insight + value of collaborations with other researcher - a "safe" space to ask questions ~ extremely neutral party. - Alex [redacted], UXR, IG*
        - *Thanks Shayli for sharing her experiences on how to have productive conversations with difficult XFN, validating the challenges I'm experiencing, and helping me move forward with better advocating for myself so I can continue to grow my career at the company. - Julia [redacted], UXR, IG*
    - [HYPERLINK "https://fb.workplace.com/groups/instagramresearch/permalink/8875701689145034/" \h] (started end of July)
        - 24 different ICs, 4 recurring and 3 mentees
        - *THANK YOU for your deep mentorship in 2022. From your inclusivity with various sprints and workshops, to your advocacy since the early days of teen content trends, to giving me some of the most timely and meaningful feedback that I've received in 2022, you've had a truly outsized impact on my growth this year! - Jamie [redacted] UXR IG*
        - *#thanks for providing really succinct and clear feedback to help me articulate important points for my PSC self-review TL; DR section. I can already see how much more impactful my self-review will be after I address your feedback. I also appreciate all advice you gave me in 2022 which helped me 1) improve my communication skills 2) land my research with impact 3) better manage my relationship with a manager as well as XFN. I feel like I am a much better researcher because of your mentoring! - Kostas [redacted] UXR IG*
        - *Shayli. I want to send you a huge #thanks. Thank you for so many wonderful conversations and mentorship you offered to me. You help me successfully navigate the confusion and difficulties of being a senior IC and enable me to continue doing my best in my jobs thus driving org level impacts at the Communities Org. Thank you for*

being such a great mentor!! - Xiuhua [redacted] *UXR, FB CPG*

- Meta Research Summit
  - Skill Share: [HYPERLINK "https://docs.google.com/presentation/d/1c2E5Ym1Q-ngx_-8EGanXRwDYvC9CZzjn3t3SBNs1rIM/edit?usp=sharing" \h]
  - Workshop: [HYPERLINK "https://fb.workplace.com/groups/363074645983931/permalink/424930256465036/" \h]
  - *#thanks @Jamie* [redacted] *and @Shayli Jimenez for this fun, real, and actionable workshop on building a personal brand. It's because I knew of your two legendary personal brands that I wanted to attend...and it didn't disappoint! ☐ The structure of the workshop, your personal tips, and the self-reflection exercises made it incredibly helpful and inspired me to be more intentional about creating my own brand - thanks so much! - Molka* [redacted] *UXR Metaverse*
  - *#thanks @Shayli Jimenez and @Jamie* [redacted] *for hosting an EXCELLENT Meta Research Summit workshop on "Building Your Personal Brand"! The Mural Board exercise you put together and the personal examples/advice you shared are helping the research community fast-track our careers and best position ourselves for opportunities that are most fulfilling to each of us. You inspired lots of actionable ideas for how to write my PSC narrative, curate my Workplace activity, and select community contributions that align with what I want to be known for. Would LOVE more follow-up workshops from you on this topic!! - Felicia* [redacted] *Social Experience Central Team*
- I also generously shared my Meta wisdom through a variety of forums and activities including:
  - Led IG JTBD Refresh & Consolidation, creating and executing against a [HYPERLINK "https://docs.google.com/document/d/1J6jJf2njWbswlKkOmRsVW40ScOkWniYoR2vL66Fsul8/edit?usp=sharing" \h], including delivering an accessible [HYPERLINK "https://fb.workplace.com/groups/instagramresearch/permalink/2408325336462995 2/" \h] of the aggregated jobs across [HYPERLINK "https://docs.google.com/document/d/1X5-hGLkgbYgIbmlAtjdseYkDDKqwfjs2djxZF7BcitA/edit?usp=sharing" \h] in understanding that were picked up by researchers for 2023
  - Moderator of [HYPERLINK "https://work.me/g/kel5kmWWa/IdZJqMyF" \h]
  - Presenter of Personal Brand Workshop at IG Product Foundation Onsite
  - Panelist at IG UX Development session on IC and Management

Tracks

- Led IC Pulse Results convo for IG UXR
- Participant in the Non-traditional XFN ratio Focus Group
- Presenter at Always Learning Career Development Program: PSC Tips & Tricks
- *#thanks You killed it today at the performance self review tips session! The way you framed the challenge at hand was very helpful. I deeply appreciate all that you do to share your experience & wisdom with other UXR ICs - as Instagram has grown, your influence in supporting new ICs has become very important in retaining the best parts of our culture. Thank you! - Kathryn [redacted] UXR Manager, Integrity*
- Conducted 16 candidate interviews (Screen, Skill and Product)

Growth Areas

In 2023, I am aiming to accomplish several things that will contribute to my career growth and propel me up in my trajectory.

- Build more cross-Meta connections with research and product leads to scale my influence and knowledge wider
- Pursue academic or policy partnerships to leverage external expertise and add value internally and close gaps more efficiently
- Sponsor a program to contributing to the research community