

# Imran Sobh

hi@imransobh.com

Brooklyn, NY

## WORK EXPERIENCE

### Archive Co.

#### Head of Design

Led end-to-end product & design for 3 consumer social apps. Led data, supported customers, shipped code, and grew a user base with monthly revenue.

2022 - Now

### Instagram

#### Staff Product Designer

Founding designer for IG Shopping, owned and shipped across multiple shopping and organic surfaces. Led IG Youth team as designer and manager.

2017 - 2022

### Spring

#### Head of UX

Led design for the Spring Shopping app, shipped a new home tab, added My Brands tab, and partnered directly with Apple to launch an iMessage extension.

2015 - 2016

### PS Dept.

#### Head of Product

Founding member, led the end-to-end strategy, design, marketing, and data for a luxury personal shopping app funded by Uber founder Garrett Camp.

2013 - 2015

### R/GA

#### Experience Design Director

Contributed to and led projects from sketch to launch, including Nike+ Basketball, NIKEiD, Nike.com and Nike Team Sports. Promotion and scope increase each year.

2010 - 2013

### Motorola

#### Experience Planner

Defined strategy and designs for location-based services on Motoblur for Android. Launched a feature for bookmarking locations on Motoblur.

2008 - 2010

## EDUCATION

### Carnegie Mellon

MDes Interaction Design,  
School of Design, 2008

### University of Illinois U-C

BS Psychology, Minor in CS  
Dept. of Psychology, 2006

## TOOLS

Origami  
Figma  
ChatGPT  
Claude

## BRANDS

Instagram  
Nike  
Sonos  
Equinox  
Converse  
Motorola  
Volvo