MIMI BENITO

SENIOR PRODUCT DESIGNER | ART DIRECTOR

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WORK SAMPLES
mimi.design

Hola! I'm a San Francisco–based product + visual designer shaping high-craft UI for Meta's AI wearables discovery team. Previously, I was the first design hire at Abbott's Lingo, designing end-to-end experiences across onboarding, health insights, and leading a design system rebuild. Before product, I honed a craft-forward approach at creative agencies, building interactive experiences, brand systems, and award-winning digital work.

EXPERIENCE

AUG 2025 - CURRENT

Senior Product Designer
Meta | Contract | Burlingame, CA

– Design and refine next-gen AI wearables concepts, translating ambiguous problem spaces into clear, testable visual directions with polished interaction patterns and micro-interactions.
- Lead visual and UI craft across explorations, defining a cohesive visual language for agentic, multimodal experiences across device surfaces.
– Produce presentation-ready storytelling artifacts (interactive Figma and Cursor prototypes, walkthrough flows, and narrative decks) for executive leadership reviews and strategic decision-making..

NOV 2023 - AUG 2025

Senior Product Designer
Abbott | San Francisco, CA

- First design hire owning end-to-end product design from concept to polish across onboarding, health insights, and Challenges, shipping toward U.S. launch/FDA readiness.
-Led a design-system rebuild (tokens, components, data-viz) that unified visual language and accelerated delivery across design + engineering.
- Partnered with leadership/PM/Eng to align product vision and create clear, glanceable glucose insights that drive habit formation and engagement.

JAN 2020 - JULY 2023

Senior UI Designer (Platforms Team)
Mediamonks | Los Angeles, CA

Led highly crafted UI and brand systems for global clients; shipped award-winning digital products and interactive experiences while collaborating with dedicated teams of designers and developers across different time zones.

MAY 2018 - JAN 2020

Experience Designer
North Kingdom | Los Angeles, CA

End-to-end UX/UI from storyboards to high-fidelity, focusing on interaction, narrative, and visual craft for top global brands.

OCT 2016 - NOV 2023

Digital Designer and Art Director

I've partnered with award-winning creative agencies, such as Elephant to work with clients like Apple, Chevron, Grayscale Investments, Sweetgreen, and K Health.

EDUCATION

University of California Los Angeles
Bachelor of Arts in Architecture
graduated with academic honors

AWARDED PROJECTS

FWA of the Year 2022
FWA People's Choice 2022
Awwward Site of the Day
FWA of the Day
Persepolis Reimagined
Lead Visual Designer

FWA of the Day 2021
Harley Davidson
Lead UI Designer

FWA of the Day 2020
Air Jordan: XXXV Unveil
Visual Designer

TOOLS

Figma
Photoshop
Illustrator
Blender
Cinema4D
After Effects
Cursor
Manus
Claude Code
Weavy AI

SKILLSET

Visual/UI Design
Design Systems
Wireframing
Interactive Prototyping
Brand Design
2D Animation
AI Workflows
Presentation Design

LANGUAGES

Spanish (native)
Italian (conversational)

OTHER

Legal clinic volunteer
Mixed media artist
Mediocre baker

SOME CLIENTS I'VE WORKED WITH

Microsoft · Harley-Davidson · adidas · amazon · TikTok