Kaleb Coleman

Product Designer
UX Motion Designer

As a curious and driven design leader, I thrive in environments where freedom and responsibility meet. With expertise in product and motion design, I'm passionate about shaping creative and immersive experiences that delight users. I'm a holistic strategist, optimizer, problem-solver, and collaborator who excels in contexts that value innovation, open communication, and continuous learning. With 14 years of industry experience, I'm excited to bring my skills and entrepreneurial spirit to a team that values creativity, innovation, and excellence.

Contact

Kalebcoleman.com
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Kirkland, Wa

Education

Cornish College of Arts

2008 - 2010

Motion Design

Boise State University

2003 – 2005

Graphic Design

Tools & Skills

Design Tools

After Effects
Figma
FigJam
Miro
Cinema 4D
Adobe Creative Suite
Principle
Protopie
Asana

Skills

Design Leadership
Strategy
Creative Direction
Collaboration
Motion Design
UX Design
Design Systems
Augmented Reality
Information architecture
Accessibility

Experience

Meta | Reality Labs | Product Designer

MAY 2023 – PRESENT | 1 YEAR

- Leading the effort to establish a cohesive, AR org-wide design and motion language, unifying Meta Brand with our products: Ray-ban Meta Smart Glasses, AR Glasses, and Meta View App

Meta | Reality Labs | Product Design Manager

MAY 2022 – MAY 2023 | 1 YEAR

- Managed teams of designers and prototypers building core AR Glasses system interfaces and MR discovery frameworks, laying the foundation for intuitive and immersive experiences

Meta | Reality Labs | Product Designer

MAR 2019 – MAY 2022 | 3 YEARS, 2 MONTHS

- Incubated AR wearable experiences, leading cross-functional teams to uncover user value while collaborating with industrial designers, optical research scientists and User Researchers.
- Created and implemented the AR Glasses Design System, ensuring a unified and seamless user experience

Microsoft | Sr. UX Motion & Product Designer

JAN 2016 – MAR 2019 | 3 YEARS, 2 MONTHS

- Spearheaded UX motion and product design efforts across multiple Microsoft products, defining the motion and visual identity for 3D for Everyone products
- Led and mentored designers, developed Microsoft Motion Design Principles for Fluent, and executed product features from concept to implementation, resulting in reduced perceived latency and new features for Windows 10.

Microsoft | HoloLens | UX Motion Designer

JUL 2014 – JAN 2016 | 1 YEAR, 6 MONTHS

- Drove the creation of innovative spatial concepts, UX Motion, and interactive components for HoloLens and Windows Holographic
- Collaborated with UX designers, engineers, and technical artists to develop seamless workflow solutions and created compelling visual storytelling assets

Freelance | Motion Designer & Compositor

MAY 2010 – JUL 2014 | 4 YEARS, 2 MONTHS

- Notable Clients: Obama Administration, Nike, Microsoft, Washington's Lottery, Coca-Cola, TD Ameritrade, FOX Sports, T-Mobile, Irish Spring, Burger King, Comcast, Red Bull, Les Schwab Tires, City of Seattle