

Casey Fluster

Product / Design / Hardware · caseyfluster@gmail.com / 415.881.7211

Product leader with end-to-end software and hardware experience. Diagnoses where experiences break down, turns data into direction, and makes high-conviction calls on what to build next. Meta. Google. Ticketmaster. 3B+ users. \$1B+ in revenue.

Meta · Product Design, Monetization · 2025-2026

- Identified advertiser misconfigurations that were silently degrading ad performance. Completely rethought key ad campaign creation and diagnostic resolution flows to preemptively catch errors before they happen, increasing return on ad spend (ROAS) by 32%.
 - Introduced a way for advertisers to drive specific user actions in their product, such as getting a user to reach a certain level in a game, completing a tutorial, unlocking an achievement, and more. This helped improve ad targeting and campaign performance, reducing advertiser cost per acquisition by 12% while increasing overall return on ad spend by up to 46%.
 - \$150M+ in incremental revenue since Q1 2025. Value-based campaigns grew from 5.9% to 10.2% of platform revenue with 103% YoY adoption growth.
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Google · User Experience, Android / ChromeOS / Gaming · 2021-2025

- Defined Android's desktop vision: taskbar, window management, touch vs cursor-based interactions, and the transition between phone and external displays. Unified four teams across four continents and laid the foundation for Google's shift from ChromeOS to Android Desktop.
 - Performed competitive analysis against Windows, macOS, and iPadOS to benchmark taskbar paradigms, windowing frameworks, and input modalities.
 - Built the first native Microsoft 365 integration in ChromeOS history, solving the #1 blocker of enterprise adoption and driving a 29% increase in device retention. Regarded internally and externally as one of the most significant ChromeOS features ever shipped.
 - Unlocked millions of touch-only Android games to be playable on ChromeOS for the first time ever by creating an intuitive remapping system for keyboard and mouse. This resulted in \$80M of incremental game purchase revenue and removed a key blocker for Android desktop adoption.
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Facebook · Product Design, Facebook Health / Growth / Ads · 2018-2021

- Launched the COVID-19 Information Center and Vaccine Finder as the sole designer, giving 3B+ people a centralized source of accurate health guidance during the pandemic. Reduced global health misinformation by 20%, as measured in partnership with the WHO.
 - Invented a new system that prompted small businesses to boost posts when reviewing their ads' performance, simplifying a multi-step ad workflow into a single step to capture the moment of intent. Hundreds of millions in incremental revenue.
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Ticketmaster · Design Director · 2016-2018

- Transformed event ticketing by inventing SafeTix, a 0-1 end-to-end hardware and software product suite that replaced static barcodes with identity-based verification, authenticating people instead of paper, and saving millions of dollars in lost revenue due to counterfeiting. 8 patents, 35M+ fans, 150+ venues, zero fraud cases on record.
 - Required every member of the team to understand the product by actually using it in real situations. Team members scanned thousands of fans through entry alongside venue staff, experienced the system as a fan, and caught failure modes that only appear when you use the product. This real-life testing informed all aspects of the design of the ticketing experience, from dealing with cracked phone screens to when users hear feedback when a ticket successfully scanned.
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Earlier roles

Rent. (Director of UX), Omnicom (Interactive Art Director), Solid Workshop (Partner), DNA Studio (Design)