

Aashay Desai

Senior Product Manager, Developer Platforms · former Partner Engineer and Software Engineer

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SUMMARY

Close to two decades building developer platforms, APIs, and AI-native systems at scale. Zero-to-one products, millions of developers, billions in commerce revenue.

EXPERIENCE

Meta Remote · Orange County, CA	2016 – Present
REALITY LABS	
Senior Product Manager, Developer Support Platform	2026 – Present
- Building agentic AI systems that take every report from intake to resolution for VR and Horizon developers. - Own Feedback Center, from agent triage through public issue tracking. - Lead product for agentic AI evals, measuring agent quality against real developer outcomes.	
Product Manager, Developer Support Platform	2024 – 2026
- Pitched, funded, and grew Meta's developer support platform from a side project into a staffed, multi-product platform. - Launched Feedback Center, a public board where developers vote on platform issues, with agentic AI triage cutting first response from days to minutes; aligned 15+ cross-functional teams to ship.	
Product Manager, Presence Platform	2021 – 2024
Led third-party engagement for the launch of Meta's machine perception and AI platform for AR, VR, and MR developers; onboarded 20+ game studios.	
COMMERCE	
Product Manager, Commerce Platform	2020 – 2021
Owned the roadmap and backend APIs for Meta's Commerce Platform across Shopify, BigCommerce, and ChannelAdvisor, leading a 10-person team of engineers, designers, and product marketers.	
Partner Engineer, Commerce	2016 – 2020
- Meta's first commerce partner engineer, embedded with the world's largest commerce companies (Shopify, BigCommerce, WooCommerce) to ship integrations: the work now called Forward Deployed Engineering. - Launched Instagram Shopping onsite checkout from zero to one (Nike, Adidas, KKW), built Meta's Marketplace automotive integrations (Kelley Blue Book, Cars.com, Edmunds) and the Facebook for WooCommerce plugin connecting millions of merchants, driving billions in commerce revenue.	
Clever · Developer Relations / Partner Engineer · San Francisco, CA	2014 – 2016
Technical partner and DevRel lead; shipped REST and OAuth2 integrations with Scholastic, Instructure, and Amazon serving millions of K-12 students.	
Cotap · Senior Software Engineer · San Francisco, CA. DevOps on AWS (EC2, S3, CloudFormation) at an enterprise messaging startup.	2014
Inkling · Web Operations Engineer · San Francisco, CA. Built and ran cloud infrastructure and deployment tooling for a digital publishing platform.	2011 – 2014
Salesforce · Senior Member, Technical Staff · San Francisco, CA. Helped build Salesforce's first REST API (Apex REST) and the Streaming API during the Force.com platform expansion.	2008 – 2011
Junction Solutions · Senior Consultant · Lincolnshire, IL. Technical lead on Microsoft Dynamics AX retail ERP implementations.	2007 – 2008
SKILLS	
Developer platforms · APIs and SDKs · platform strategy · partner and technical engagement · AI-native and agentic product · evals · developer experience · zero-to-one product · cross-functional leadership · go-to-market	
EDUCATION	
Executive MBA, Valar Institute, 2024 · BS, General Engineering, University of Illinois Urbana-Champaign, 2007	