

IAN GOLDBERG

DESIGN EXPERIENCE

Zillow, New York, NY

Senior Product Designer, Growth, March 2021–Present

Led high-impact design initiatives across authentication, AI integration, and growth optimization, delivering measurable user and business outcomes while mentoring design talent.

Authentication & Conversion Leadership

- Reduced authentication drop-off in Zillow Home Loans by 35% and increased lead generation by 18% through strategic sign-in UX improvements
- Pioneered Zillow's first passwordless authentication, launching one-time passcode and passkey sign-in to modernize access and strengthen security
- Serve as Zillow's authentication design expert, leading cross-functional collaboration across business lines and driving strategic alignment with senior leadership
- Drove authentication optimization across Save Homes increasing user activation and retention

Product Innovation & AI Integration

- Collaborated on integrating AI into Zillow's search experience, defining how AI shapes consumer search behavior and product strategy outside of AI tools

Design Leadership & Mentorship

- Advanced careers of 3+ designers through structured feedback, goal-setting, and strategic project guidance
- Mentored junior designers to achieve breakthrough results: one increased home saves by 17% and presented to audiences of 80+ executives
- Enabled a colleague's successful career transition into product design through sustained mentorship and career guidance (2023)

Beyond, New York, NY

Freelance Product Design, October 2020–March 2021

Partnered with the world's largest hedge fund on product design and creative direction, delivering solutions through stakeholder collaboration and iterative client feedback cycles.

NationSwell, New York, NY

Senior Designer, March 2019–April 2020

First full-time design hire, collaborating with mission-driven organizations to drive social impact through design thinking and strategic solutions.

Key Contributions

- Designed NationSwell Summits end-to-end: from visual concepting through experiential design implementation
- Facilitated cross-functional brainstorming sessions to conceptualize and refine creative strategies
- Delivered design solutions for Fortune 500 clients including: MetLife, BlackRock, AARP, Toyota, Microsoft

Ready State, San Francisco, CA

Senior Designer, August 2017–March 2019

Design lead for Yahoo Small Business, defining strategic design direction and expanding scope through strong client relationships and design leadership.

Design & Brand Leadership

- Created comprehensive brand system and led complete redesign of Yahoo Small Business presales website
- Expanded engagement through proven impact: redesigned checkout flows, display and social advertising, and integrated marketing campaigns
- Managed internal design team and freelancers, directed customer photo shoots

Company-Wide Impact

- Launched internal design review program, increasing cross-departmental collaboration and design quality
- Contributed to design team resourcing and strategic account planning
- Additional clients: Google, OpenTable

EDUCATION

Parsons School of Design, The New School

Global Executive Master of Science, Strategic Design and Management
December 2021

Washington University in St. Louis

BFA, Communication Design (Major), Architecture (Minor), May 2009

RECOGNITION

2016 Davey Awards, Silver Winner, Social Responsibility Website

2009 AIGA 14 Show, St. Louis, MO, Student Merit Award

LEADERSHIP & COMMUNITY

AIGA New York, *Member* ■ KEEN USA, *Volunteer*

Hands On Bay Area, *Volunteer*