

# 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 conceiving 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