

IAN GOLDBERG, *Product Design & Leadership*

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Designer, leader, and storyteller for over 15 years, across UX, research, product, and strategy, as well as a genuine passion for helping people grow. Led high-impact, end-to-end design initiatives across authentication, AI integration, and growth optimization, delivering measurable user and business outcomes while mentoring design talent.

Professional Experience

ZILLOW, New York, NY

Senior Product Designer, March 2021–February 2026

Drove user and business outcomes through cross-functional design initiatives within authentication, AI integration, and growth optimization, while mentoring design talent.

- 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
- Served 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
- Collaborated on integrating AI into Zillow's search experience, defining how AI shapes consumer search behavior and product strategy
- Advanced careers of 3+ designers through structured feedback, goal-setting, and strategic project guidance
- Mentored junior designers to achieve significant 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 Designer, October 2020–March 2021

Partnered with Beyond's client, the world's largest hedge fund on product design and creative direction.

- Delivered 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.

- 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.

- 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
- 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

WASHINGTON UNIVERSITY IN ST. LOUIS

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

Awards & Recognition

DAVEY AWARDS, Silver Winner, Social Responsibility Website

AIGA 14 SHOW, St. Louis, MO, Student Merit Award

Affiliations & Volunteering

New York Cares, Member · AIGA New York, Member
KEEN USA, Volunteer · Hands On Bay Area, Volunteer