# LIBBY GINSBERG

PRINCIPAL PRODUCT DESIGNER

## SUMMARY

Principal-level product designer with 15+ years spanning growth and product design, from running 50+ A/B tests lifting conversion 2–14% to shipping 0→1 AI features at Zoom, a platform used by 300M+ people daily. I led Zoom's first redesign in a decade, raising the visual bar and increasing customer satisfaction 30%. I design the seams between products, surfaces, and roles, turning ambiguous multi-product problems into journeys people want to take. I prototype to think, using Claude Code, GitHub, Netlify and Figma AI, moving fast from idea to working concept. I build systems and playbooks, not just screens.

## EMPLOYMENT HISTORY

### Lead Product Designer, Realtor.com **(Performance & Insights)**

Nov 2025 - July 2026

• Led a cross-product initiative extending performance and insights experiences across Realtor.com's suite, turning one-off dashboards into reusable templates and a component library other product teams could adopt, with documented guidelines to govern and build upon.
• Wove AI into every stage of the design process with Claude Code, GitHub, Netlify, and Figma AI, running multiple agents at once across research, documentation, prototyping, and design execution.
• Translated complex performance data into clear, actionable interfaces for broker and agent users, owning design and visual QA through the build cycle.
• Contributed to Realtor.com's first AI product strategy, outlining how AI capabilities could connect across the product suite.

### Lead Product Designer, Zoom **(Meetings core product)**

Aug 2021 - Apr 2025

• Served as design lead for the meeting space, Zoom’s highest-traffic surface at 300M+ daily users, defining how features from other teams entered the core experience, holding the line on navigation, hierarchy, and meeting standards.
• Designed and shipped AI-generated backgrounds 0→1, including a prompt composer with pre-seeded options and styling modifiers that guided image generation, now live on the platform.
• Owned the full avatar roadmap across four generations, evolving from static animal sets through configurable humanoid avatars with 20+ editable elements to AI-generation, balancing privacy, policy, and user trust throughout.
• Led Zoom's first full redesign in a decade, reworking navigation, visual hierarchy, and meeting UI, contributing foundational patterns to a new cross-platform design system and driving a 30% lift in customer satisfaction.
• Audited the full Zoom platform to design a scoped participant experience for fintech and healthcare verticals, creating a new user type that preserved core join-and-participate flows while limiting sensitive data exposure.
• Partnered with Meta on a cross-product avatar integration, mapping the handoff between ecosystems and navigating compliance, system constraints, and user trust.

## DETAILS

Portfolio *tex-ux.com*
libbyginsberg@gmail.com
512.809.3133

## EDUCATION

MA, Advertising
*University of Texas at Austin*

BA, Spanish Literature
*University of Texas at Austin*

## CORE PRACTICE

Growth design and A/B experimentation

Cross-product journeys and funnels

0→1 product design and prototyping

AI-integrated UX, generative AI, LLM flows

AI-augmented practice: Claude Code, GitHub, Netlify, Figma, multi-agent workflows

Visual design, brand, and design systems

Service design across surfaces and touchpoints

Executive storytelling and cross-functional influence

## EMPLOYMENT HISTORY

### Lead UX Designer, Accenture (Clearhead, acquired)

Oct 2016 - Aug 2021

• Directed experimentation strategy across B2C funnels, running 50+ hypothesis-driven A/B tests that drove 2–14% conversion lifts through iterative design, rapid prototyping, and cross-functional validation.
• Managed and mentored a team of 5 designers, leading UX strategy and execution across 12–20 projects a year for B2B, B2C, education, and nonprofits.
• Owned NMAAHC's digital modernization as sole designer, connecting the website to the physical museum and mapping proposed in-museum digital touchpoints to existing exhibits, with a heavy accessibility focus.
• Reworked Waste Management's Salesforce-driven call routing, redesigning service flows and interfaces to optimize truck and service dispatch.

### Senior UX Designer, Blackbaud

Feb 2013 - Oct 2016

Rationalized 40+ products down to 17 from an acquisition-heavy portfolio for the nation’s largest nonprofit software company. The products spanned wildly different verticals (advocacy, fundraising, race management, museum management, and education), each with distinct user mental models and workflows.

## INDUSTRY EXPERIENCE

B2B and B2C SaaS

Enterprise and consumer products

Fintech and financial services

Real estate and proptech

Nonprofit and education

## CAPABILITIES

Growth design and experimentation

User research and usability testing

Cross-product journey design

Accessibility and inclusive design (WCAG)

Cross-functional workshop facilitation