

# Priya Gupta

SENIOR PRODUCT DESIGNER

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9 years of experience building consumer products at scale, on surfaces visited by millions of people monthly. I use AI tools including Claude to accelerate prototyping, test ideas early, and gather stakeholder alignment. I combine design craft with engineering fluency to influence product roadmaps and reduce iteration cycles.

## EXPERIENCE

### Zillow • Jan 2021 - Aug 2026

Senior Product Designer (promoted from Product Designer, Aug 2022)

#### CORE SHOPPING & SEARCH

- Led a multi-year full redesign of Zillow app's core home shopping experience (**48 million monthly users**), introduced Zillow's first drawer / bottom-sheet pattern, later adopted as a core pattern in Zillow's design system. Reduced customer complaints by **58%** and search saves by **8%**.
- Shipped the redesign as isolated releases rather than one launch — fewer variables per test, so movement across **10+ metrics** stayed attributable and revenue metrics stayed protected.
- Launched [multi-location search](#), enabling home buyers to search up to five locations simultaneously on web and mobile.

#### SELLER TOOLS & EXPERIENCE

- Design lead for Seller Advisor, an AI-powered selling-journey experience with an ambient agent providing real-time assistance. Prototyped competing concepts in Claude Code to test with users before committing engineering effort, **cutting discovery-to-concept validation by 60%**.
- Launched **Market Insights**, a cross-platform tool helping homeowners read local housing market conditions and make confident sell-or-wait decisions — a **14.8% increase in agent connections on iOS**.
- Launched **Demand Discovery**, a feature to help home sellers assess estimated time-to-sell, evaluate pricing strategies, and calculate projected net proceeds — a statistically significant **26.9% increase in agent connections on iOS**.

### Internet Brands • March 2017 - Dec 2020

Lead UX / Product Designer

#### LAWYERS.COM, AVVO.COM & NGAGE LIVE CHAT

- Redesigned the lawyer search directory, increasing phone calls to attorneys **62%** and emails **35%**.
- Created a lightweight design system that increased velocity and consistency across product, engineering, and QA.
- Led the redesign of Ngage, an internal chat portal used by overseas operators to assist customers seeking legal help on Lawyers.com.

### Blue Cross Blue Shield • Sep 2013 - Feb 2015

Business Systems Analyst

## EDUCATION

Cornell University • MS Information Science, UX Design Track

2016 - 2017

Clemson University • BS Computer Engineering

2008 - 2013

## SKILLS

**Design & Prototyping** Figma • Protopie • Claude Code • Claude Design • Replit • Figma Make • Design Systems

**Research** Generative & Evaluative methods • Outset.AI • Dscout • UserTesting.com

**Leadership** Design sprints & workshops • Design strategy • Roadmaps • Executive design reviews