

Andrea Salad

SENIOR PRODUCT DESIGNER | ZILLOW

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I design trustworthy systems for some of life's most important decisions. I also craft products that millions of people love. With extensive experience leading vision work and collaborating at the executive level, I drive strategic design initiatives that shape roadmaps and align cross-functional teams. I love telling a great story. As the world becomes more AI-powered, you'll find me at the front of it - optimistic, enthusiastic and insistent on doing the right thing.

EXPERIENCE

Zillow | Senior Product Designer for Search, Favorites Feb 2022 – Present | Remote

- Lead designer for Save & Return Engagement; turned Favorites from a static bookmark into a decision engine, taking the initiative from ambiguity to a tested vision and SLT-endorsed six-month roadmap in six weeks using object-oriented UX (OOUX) mapping and AI-augmented prototyping.
- Sole designer on the AskZ BETA, Zillow's first LLM-powered product; embedded with engineering to shape response design, failure states, and fair-housing guardrails from the ground up - the direct foundation for Zillow's AI Search experience.
- Led the redesign of Zillow's Property Card — the company's most-viewed surface at over 1B views/year — directing a team of four across design, content, and engineering; currently shipped changes drove meaningful engagement and submit metrics
- Authored governance documentation for the redesigned card system, endorsed by C-suite leadership as the persistent design standard going forward.
- Facilitate cross-functional workshops (product, engineering, legal, design systems) and regularly partner with SLT and executive stakeholders to build alignment and secure buy-in for ambiguous, 0-to-1 initiatives.

Zillow | User Experience Designer for Agent Tools, Search Sep 2019 – Feb 2022 | Seattle, WA

- Designed tools for Zillow Premier Agents, applying first-hand experience as a licensed real estate broker to improve workflows for the agents who depend on them.
- Led design for search interface improvements like a new map dot system, save search flows, new filters, listing drawer and listing type differentiation.

Zillow | UX Design Intern May 2019 – Aug 2019 | Seattle, WA

- Designed V1 of Housing Connector, a powerful program that has housed over 14k families facing housing insecurity.
- Designed an agent-facing, lead snooze project that resulted in increased satisfaction rates once launched.

Redfin | Senior Real Estate Broker Jun 2016 – Dec 2018 | Seattle Eastside

- Built and managed a client book as a top-producing broker, guiding clients through one of the highest-stakes financial decisions of their lives while operating under strict Fair Housing Act compliance, a foundation that now directly informs my approach to trust and safety in AI product design.
- Over 100 homes listed and sold totaling more than \$50M in sales.

SKILLS

AI / LLM Product Design · Object-Oriented UX (OOUX) · Design Strategy · 0-to-1 Vision & Roadmapping · Workshop Facilitation · Executive Stakeholder Alignment · Design Systems & Governance · Coaching & Mentoring

EDUCATION

General Assembly, Seattle 2018 – 2019

UX Design immersive program