

LIBBY GINSBERG

LEAD UX DESIGNER

EMPLOYMENT HISTORY

Lead Product Designer, Zoom (Meetings core product)

Aug 2021 - Present

- Maintained and advanced core product experience for 300m+ daily users, balancing high-impact feature development and UX improvements.
- Integrated AI-driven features: AI virtual backgrounds, avatars, and meeting transcription, to enhance accessibility and productivity.
- Fully redesigned Zoom's meeting UI, restructuring the navigation to create a more intuitive and modern user experience increasing SAT score by 30%.
- Partnered with product managers to establish and optimize triad routines, improving team collaboration, doubling project speed and efficiency by 2x.
- Presented to the CEO and VP executive team monthly, effectively communicating design strategies and impact of product improvements.

Lead UX Designer, Accenture (Clearhead, acquired)

Oct 2016 - Aug 2021

- Led site-wide redesigns, restructured navigation, and launched 50+ A/B tests - resulting in a 2% to 14% increase in B2C order conversion.
- Managed a team of X designers and oversaw all UX strategy, design execution, and client presentations across 10-12 projects a year.
- Led cross-functional collaboration with product, engineering, and data teams to define and execute strategic UX roadmaps, aligning business goals with user needs.
- Advised clients across industries - technology, retail, eCommerce, education, and non-profits - delivering data-driven UX solutions that improved conversions.
- Facilitated 6-8 hands-on workshops a year mobilizing teams around UX, testing methodologies and business goals to drive aligned results for clients.

Senior UX Designer, Blackbaud

Feb 2013 - Oct 2016

- Spearheaded a comprehensive site-wide redesign that unified 40+ disparate products, improving consistency, usability, and client satisfaction.
- Championed agile methodologies, empowering teams to thrive in rapid iteration and fostering cross-functional collaboration during a post-acquisition transition.
- Developed Express Advocacy tool, reducing complexity from 140 steps to 35, simplifying workflows while ensuring visual and functional consistency.
- Revamped legacy desktop tools into responsive, templated layouts, optimized for mobile and tablet performance.
- Conducted qualitative and quantitative research - including user testing, surveys, heatmaps, and analytics - to drive data-backed UX improvements.

UX Designer and Researcher, Bazaarvoice

Dec 2009 - May 2012

- Elevated the client portal by improving navigation and creating self-serve content, including coding HTML & CSS, resulting in 19% increase in site visits.
- Conducted usability testing and user research to inform site enhancements and optimize the client experience.

DETAILS

Portfolio tex-ux.com

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512.809.3133

EDUCATION

MA, Advertising

University of Texas at Austin

BA, Spanish Literature

University of Texas at Austin

SKILLS

Figma

Adobe Illustrator & Photoshop

Miro & Figjam

User research + testing tools

Qualitative research

Metrics & success

measurement

AI/ML model understanding

AI integrated experiences

Conversational UX

Multimodal interfaces

Data-driven & adaptive UX

AI ethics

Stakeholder communication

Executive presentations

Accessibility audit

Scalable design systems

Humanizing AI

Simplifying complexity

through UX