

Allyson Miller-Guzman

SENIOR PRODUCT DESIGNER

Senior Product Designer with 8+ years of design experience with a background in psychology and a passion for creating thoughtful, user-centered experiences. Adept at turning complex problems into elegant solutions through strategic thinking, user empathy, and cross-functional collaboration.

EXPERIENCE

Senior Product Designer / Realtor.com

JUN 2025 - CURRENT

- Leading high-impact product initiatives for Realtor.com's Owner and Seller experiences, including personalized onboarding, AI-powered dashboard enhancements, and sell flow optimization.
- Consolidating fragmented seller entry points into a cohesive, lifecycle-based journey.
- Partnering with product, engineering, and senior leadership to align team vision with company strategy.

Lead Product Designer / The Zebra

OCT 2024 - JUN 2025

- Designed a market-differentiating insurance comparison experience that simplifies complex policy calculations to help users evaluate current policies to new auto coverage.
- Served as a key design voice in executive conversations, shaping product vision, strategic priorities, and long-range roadmap decisions.

Senior Product Designer / The Zebra

OCT 2022 - OCT 2024

- Drove feature launches & optimizations on the growth and SEO teams, improving user engagement, application volume, and monetization metrics.
- Launched market differentiator Zebra custom bundle experience: increased click-to-bridge conversion by 47–49%, and drove 288% growth in users completing bridge clicks.
- Recognized friction in the existing navigation system and championed a redesigned nav experience that improved content discoverability, producing a 69% increase in Auto clicks from navigation and boosting total nav engagement by 17%.

Product Designer / Everly Health

MAR 2021 - SEP 2022

- Focused on consumer growth initiatives that directly increased top-line sales by \$4M+
- Redesigned the add-to-cart experience, producing an \$840K annual revenue uplift across all product cards.
- Supported Food Allergy & Celiac product launches, contributing \$913K in revenue and establishing them as the fastest-growing SKUs in company history.

Lead Product Designer / Company.com

MAR 2019 - FEB 2021

company rebranded to Vastly in 2024

- Created integrated platform experiences across 15+ vendor partners, improving cohesion and simplifying developer and user workflows.
- Built core UX foundations—design system governance, documentation standards, and review rituals—resulting in faster delivery and more consistent product experiences.

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EDUCATION

User Experience Design
Immersive

GENERAL ASSEMBLY
AUSTIN TX

Master of Arts, Counseling
ST. EDWARDS UNIVERSITY
AUSTIN TX

Bachelor of Arts, Psychology
UNIVERSITY OF TEXAS AT AUSTIN
AUSTIN TX

CERTIFICATIONS

Certified E-Commerce UX
Professional

BAYMARD INSTITUTE
2021

SKILLS

UX & product strategy

A/B & multivariate
experimentation

Interaction design

User research

User testing

Prototyping

Figma & Figma Make

ChatGPT, Gemini, Replit

Jira, Confluence