

ZULKA GAVLOVSKI

CONTACT

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EDUCATION

UNIVERSITY OF WASHINGTON

(M.S.), Human-Centered Design & Engineering

UNIVERSIDAD SIMON BOLIVAR

B.S, Chemical Engineering

CORE STRENGTHS

- Systems Architecture
- Agentic AI Strategy
- Technical Design Integration
- Risk Mitigation & Governance
- Service Design Orchestration

LEADERSHIP & INFLUENCE

- **Organizational Alignment**
Orchestrating strategy across Product, Eng, Legal, and Policy.
- **Design Mentorship**
Mentoring 15+ designers on technical literacy and systems architecture.
- **Operational Excellence**
Driving 0→1 initiatives from pilot to global integration.

SUMMARY

Product Design leader with deep experience building support, integrity, commerce, and gig-economy systems at Meta and Amazon. Defined North Star strategy for Meta's support ecosystem, launched conversational and agentic AI experiences, and built regulatory and self-remediation systems that help users, creators, and businesses navigate enforcement and recovery with greater clarity and trust. Drives execution across product, engineering, policy, legal, research, and operations in ambiguous, high-stakes environments.

WORK EXPERIENCE

META

Design Lead, AI & Systems Architecture of Integrity, Support & AI Platforms | Sept 2021 - Present

Regulatory Platform

- Established the foundational design framework for Meta's automated regulatory compliance platform. Architected 'Legal Spec Breakdown' (LSB), an AI-driven system that standardized how complex global regulations are translated into product specifications and implementation guidance across all Meta platforms.
- Designed workflows enabling AI to deconstruct legal text, generate legal specifications, and surface implementation gaps across risk domains such as Privacy, Youth and others.
- Established human-in-the-loop review patterns that enable experts to validate and operationalize AI-generated legal interpretations with greater speed, consistency, and accountability.
- Drove alignment across product, engineering, policy, legal, privacy, and operations leaders to prioritize platform investments and scale reusable patterns across teams.

Integrity & Support

- Launched Meta's first conversational and agentic AI support experiences for integrity workflows, establishing responsible interaction patterns for AI assistance in sensitive enforcement and recovery moments.
- Defined the north-star vision and led the redesign of Meta's support ecosystem across Facebook and Instagram, creating a more coherent experience for users, creators, and businesses navigating monetization restrictions, enforcement actions, appeals, and other high-stakes account issues.
- Architected and led a unified support hub that consolidated fragmented integrity and support surfaces into a clearer entry point for help, appeals, and issue resolution across Meta's apps.
- Defined the multi-year strategy for self-remediation UX, shifting the integrity paradigm from 'punitive' to 'educational.', replacing dead-end states with clearer guidance, education, and next steps that improved transparency and trust.
- Conceptualized Facebook Account Status, giving users a standardized and actionable view of account standing, enforcement history, and recovery options, leading to improved transparency, reduced confusion, and faster resolution across FB.

Commerce

- Led a 0→1 Marketplace pilot enabling DoorDash delivery for sellers, coordinating cross-company collaboration and shaping the end-to-end seller experience.

AMAZON LOGISTICS

Product Designer | Jun 2017 – Sep 2021

- Led the design of driver incentive and performance systems (Offers, Standings & Achievements), resulting in a double-digit increase in retention for the global logistics platform.
- Partnered across Product and Engineering to translate complex marketplace systems into clear, data-driven driver experiences at scale.