

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

- Agentic AI Strategy
- Product Systems Architecture
- Cross-Platform Experience Design
- Technical Design Integration
- Trust, Risk & Governance
- Service Design Orchestration

LEADERSHIP & INFLUENCE

- **Organizational Alignment**
Orchestrating strategy across Product, Eng, UXR, Ops, and cross-functional partners.
- **Design Mentorship**
Mentoring 15+ designers on technical literacy, systems architecture and product quality.
- **Operational Excellence**
Driving 0→1 initiatives from pilot through scalable global integration.

SUMMARY

I design operating models for complex product systems, AI-legal workflows, platform-scale support, C2C marketplaces, and gig-economy logistics. Across Meta and Amazon, I've repeatedly stepped into ambiguous problem spaces where the core issue was structural: defining the model, aligning cross-functional teams, and turning fragmented workflows into scalable products. At Amazon, I defined the North Star that became the strategic backbone of Flex. At Meta, I designed governance frameworks that helped Legal and Policy teams trust AI at platform scale.

WORK EXPERIENCE

META

Product Design Lead, AI Systems, Integrity & Support Platforms | Sept 2021 - May 2026

Regulatory Platform

- Took over a stalled, manual Legal Spec Breakdown process; defined its three operating modes — Parsing → Creating Legal Specs → Interpretation — and reduced the work from weeks to hours with AI automation.
- Designed human-in-the-loop governance patterns that preserved Legal authority over AI-generated interpretations through audit status, review checkpoints, and a defined Legal approval SLA.
- Extended the same visibility-vs-authority model into Gap Identification Assessment, reducing first-pass compliance-gap assessment from a multi-week baseline to hours while routing AI output through RPgM triage.

Integrity & Support

- Authored the xMeta Resolution Framework, a cross-org model defining how Meta's support vision routes issues by severity, awareness pathway, and resolution destination; adopted as connective logic across two orgs.
- Originated and led Unified Support Home, consolidating fragmented Facebook support surfaces into one destination for help, appeals, issue resolution, and account recovery across 25M+ users; rollout beat major targets with +13% CSAT, -14% payout holds, and +60% resolution rate for USH-engaged users.
- Defined the founding strategy and response framework for Meta's first conversational AI support experience, including use cases, prompting logic, and conversation flows for enforcement and recovery scenarios; partnered with content design on tone and voice and guided execution through design mentorship.
- Built the Self-Remediation playbook and rollout strategy, helping shift integrity experiences from punitive dead ends toward education, accountability, and clearer recovery paths.
- 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 0→1 design across Marketplace local delivery and post-purchase trust, including DoorDash-powered delivery flows and refunds/returns strategy that addressed purchase protection, chargebacks, seller deductions, and issue resolution in C2C commerce.

AMAZON LOGISTICS

Product Design Lead | Jun 2017 – Sep 2021

- Identified that Flex lacked a strategic architecture; developed the org's North Star independently, three structural investments (scalable navigation, driver preferences, offers framework) that became org priorities and decision-making guardrails teams referenced across product cycles.
- Spotted a foundational navigation gap before it was named, initiated the org-wide effort to build a scalable in-app navigation system, and secured VP buy-in on a major cross-team engineering investment; contributed to \$5.65M in year-one savings.
- Conceptualized Flex Rewards and driver-preference strategy, aligning senior product and engineering leadership around Reserved Offers as the core incentive model; \$1.1M in year-one savings, projected \$3.3M by year five.