Acacio Domar

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Seattle · Open to remote · US and EU work authorized

Complex products, simplified. 10 years at Meta and Zillow, on complex business and design tools and 0-to-1 platforms. Now designing and building in code with AI.

EXPERIENCE

Meta — Senior product designer — 2020 – 2025 · Seattle / remote

+1.6% ad creation task completion, projected to be worth millions at scale
Conceived an error framework and designed its components and motion. Fully adopted into Geodesic, Meta's largest design system, and its ads products, available to hundreds of designers and thousands of engineers.

Cut average project rollout time 78% within a quarter
Introduced SLAs and an advance-or-abandon process to design alignment. Aligned leadership on a volunteer program where every team provided reviewers, who earned credit at promo time.

Design linting shipped to the ads org's hundreds of designers
Designed automated linting for Meta's internal design tool, and fewer issues reached build in qualitative testing. It was later brought into Figma, where the entire ads design org uses it to verify quality of shipped work.

Raised click rates and cut immediate dismissals for feature announcements
Across Meta's business tools, replaced patterns that detracted, like modals, for a small lift in indirect revenue. Designed announcement components, motion and interruption rules, and earned VP sponsorship.

Zillow — Senior product designer — 2015 – 2020 · Seattle

Half of all ad purchases went self-serve within a year of launch
On a product line generating $1B+ a year by 2019. Sole designer of the platform, built from scratch to replace buying through the sales team, with auction-based pricing and a mobile-first experience.

Buyer-to-agent connection rose from under 50% to over 90%
Sole designer on the 100% Connection Rate initiative, across 5 PMs and 3 engineering teams, after a 3-day sprint with SVPs and founders reset the roadmap. Led research with agents.

18%+ survey completion against a 1% baseline
Customer satisfaction rose about 10% across Zillow Group brands. Designed the buyer survey platform behind an agent Customer Experience Report and the Best of Zillow program.

Projected $28M in cost savings
From fewer chargebacks, and less manual ticket and support time. Redesigned the billing platform for agents and lenders, and extended a theming engine across Zillow Group brands.

Career break — 2026

Designed and built my portfolio in code with AI, alongside travel, family time, art projects and tooling experiments.

EDUCATION

University of Washington, Seattle. Master of Human-Computer Interaction & Design (MHCI+D), 2015

SKILLS

UX, interaction design and motion · Product strategy · Complex workflows · 0-to-1 platforms · Marketplaces · Prototyping · Information architecture · User research · Usability testing · A/B testing · Designing and building with AI · Cross-functional leadership · Design sprints · Design systems · Figma