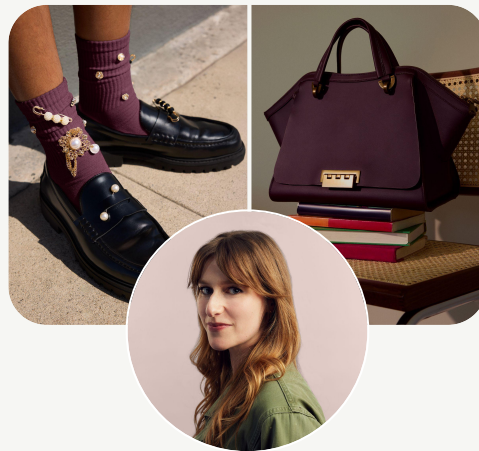


# Bridging Human Insight and AI

**How Pinterest builds visual  
experiences that connect**  
May 12th, 2026



**Larkin Brown**

*She/Her*

Senior Director of Research  
Pinterest



Capsule wardrobe ...



**Pinterest Mission**

**To bring everyone the inspiration to  
create a life they love.**

# Pinterest at a glance

A place to discover with a devoted user base

## 631M

Monthly active users

## +80B

Monthly searches

## 1.5B

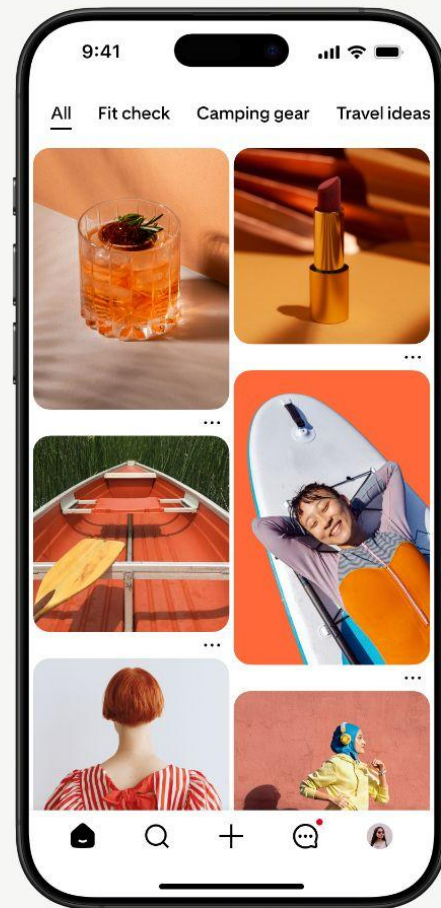
Pins saved per week

## +50%

Of monthly active users are Gen Z

## +50%

Of users think of Pinterest as a place to shop

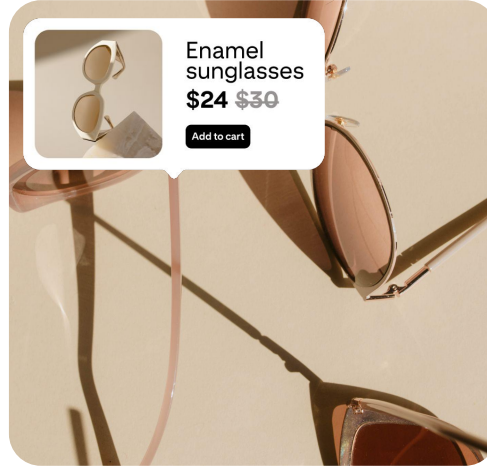


# Gen Z



# Non-linear discovery

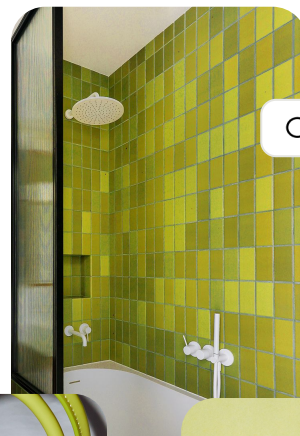
Rabbitholing is part of the fun



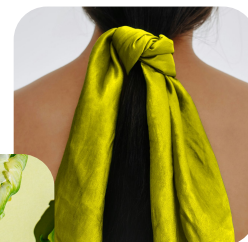
*For illustrative purposes only*

# Multiple intents

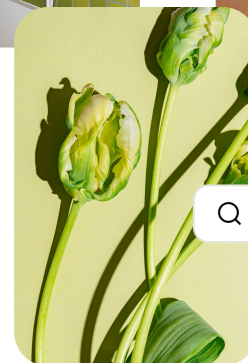
Across one session



Q Wasabi tiles



Q Bold purse



Q Nature trips

# Visual first

Powered by visual search

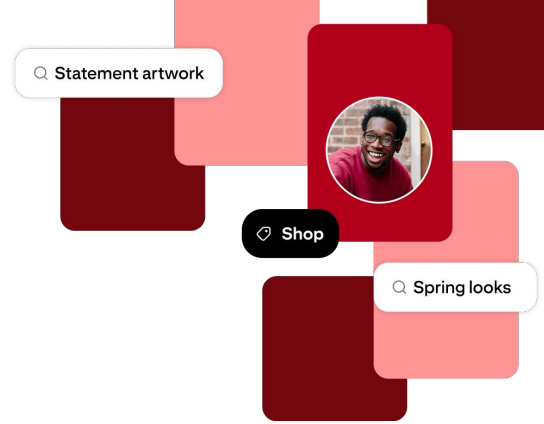
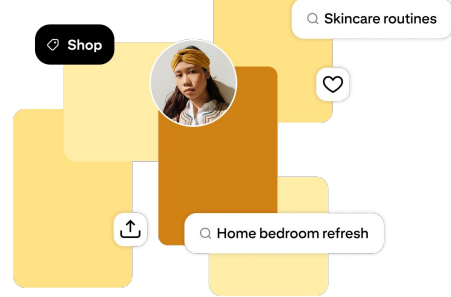


Straw hat

Retro glasses

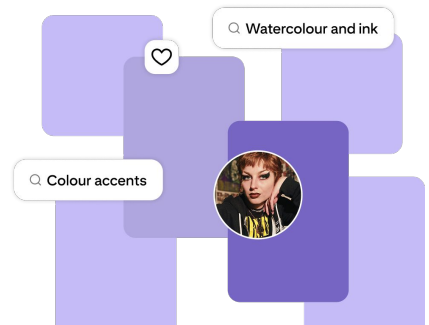
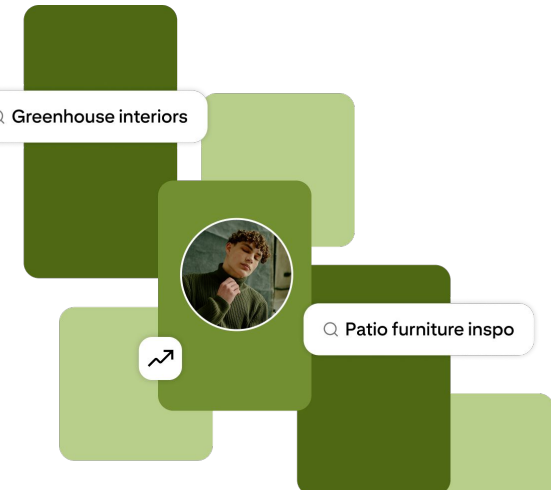
Eclectic maximalist





# Taste graph

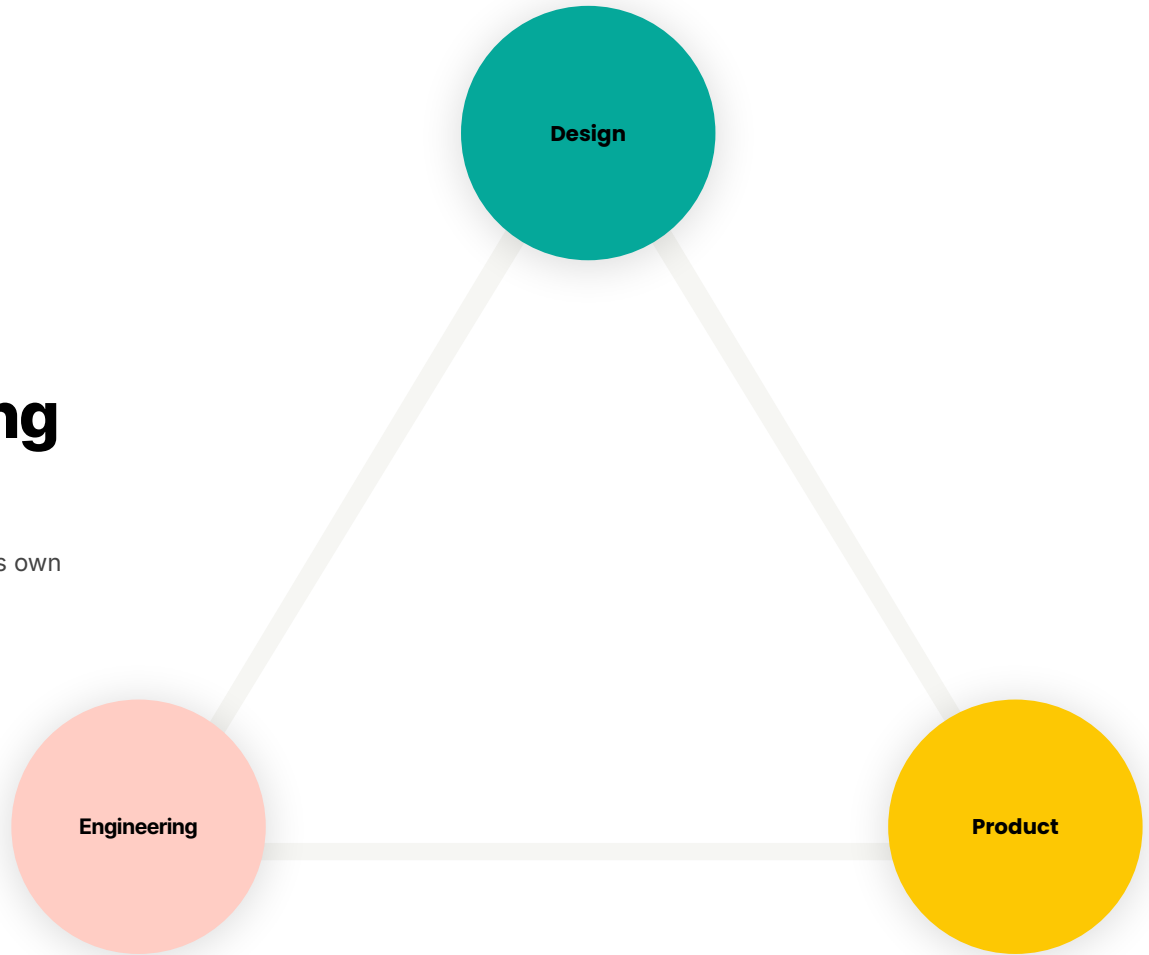
Powered by human curation



# **Designing LLM-Powered Experiences**

# Evolving working model

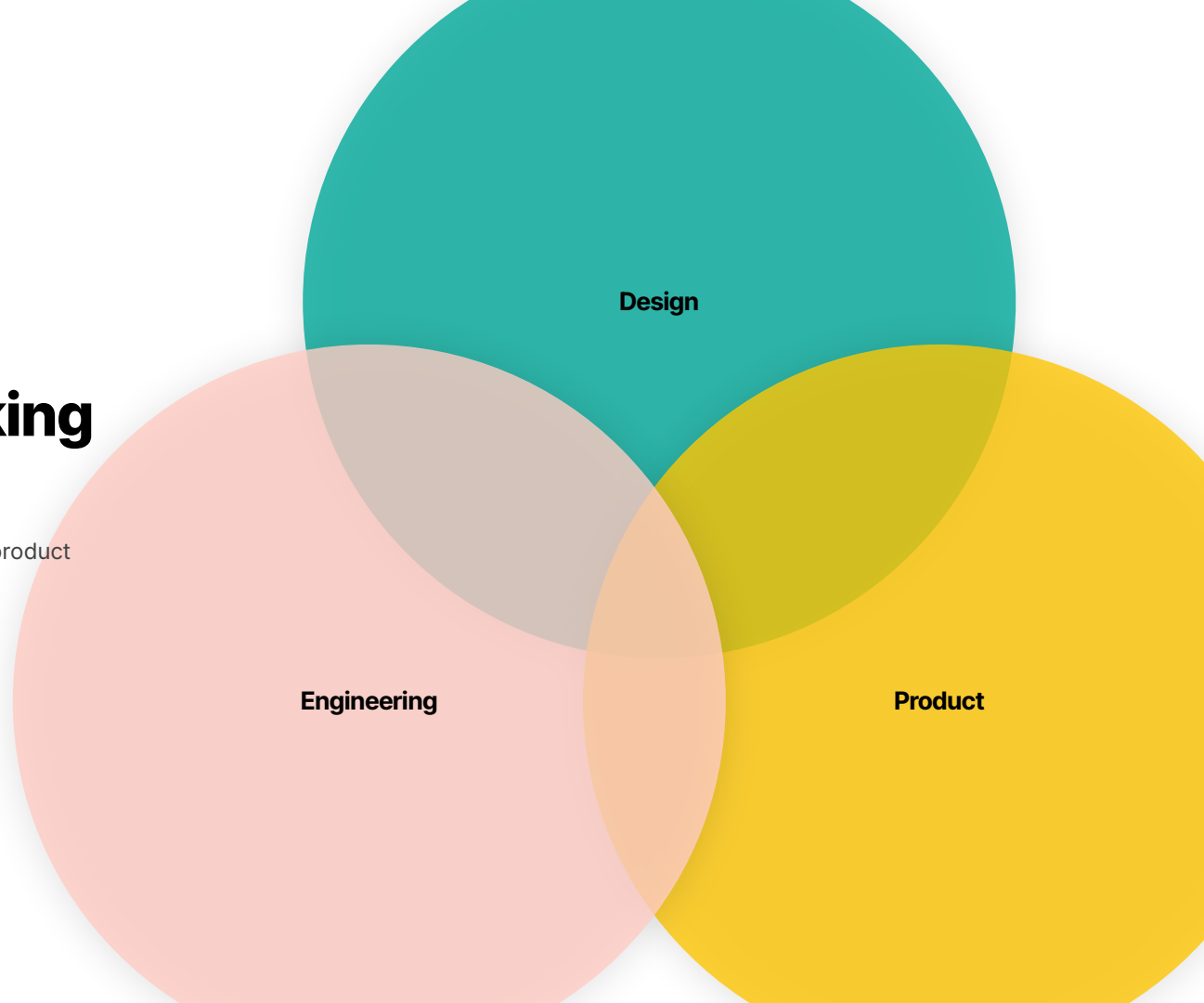
Historically, each discipline has had its own separate artifacts and tools



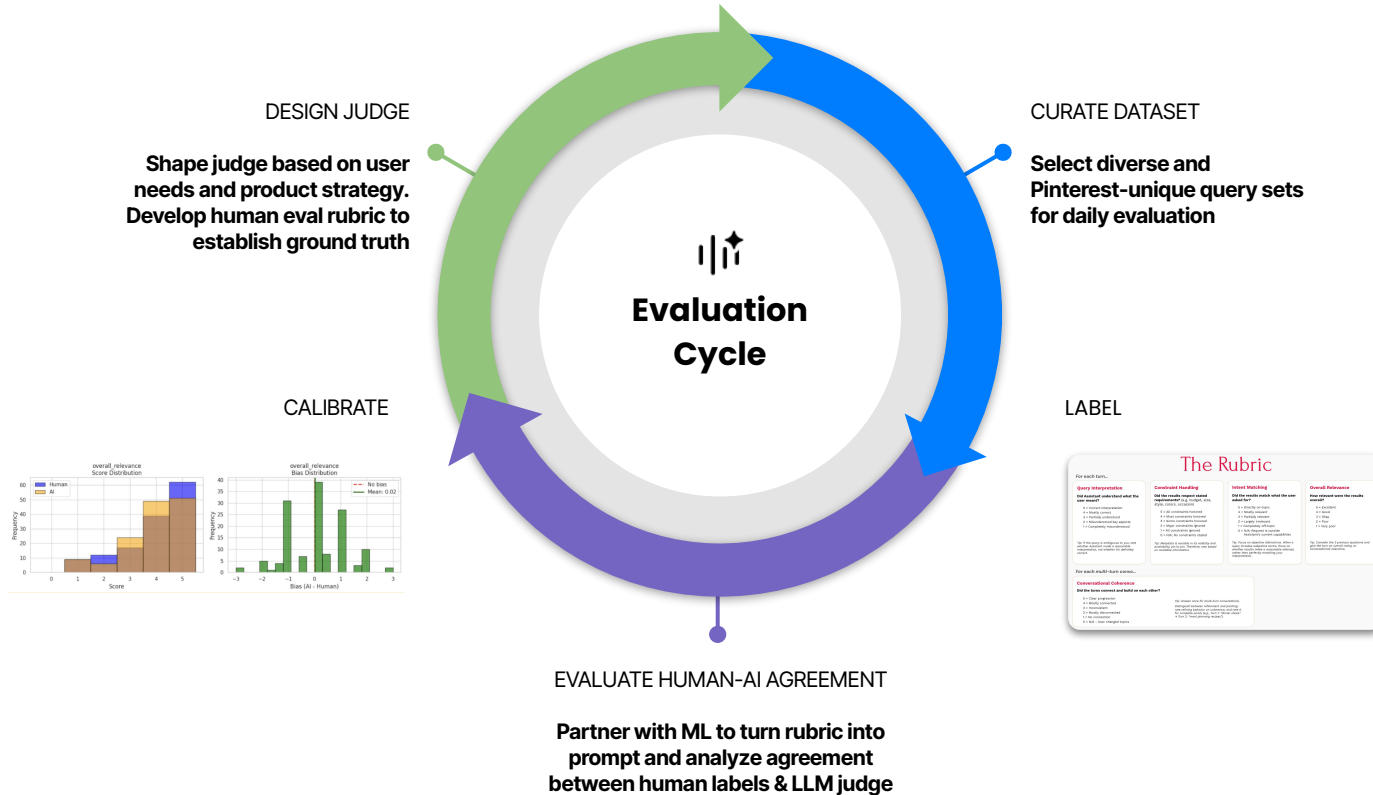
# Evolving working model

Artifacts are closer to the final product

t



# Downstream : Operationalizing Quality



# Golden query set

Training on real data



Eclectic maximalist



Q

# Happy Paths Research

Codifying a decade of existing research



# **LLM-Powered Research Craft**

# AI-Powered Research Craft

It's moving fast: experimenting with external tools and building custom solutions

**AI moderation**

**Heuristic evals**

**Synthetic users**

**Agents**

**AI Synthesis**

**Knowledge Management**

Product development shifts

# When everyone speeds up



# Human centered design



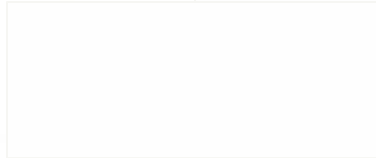
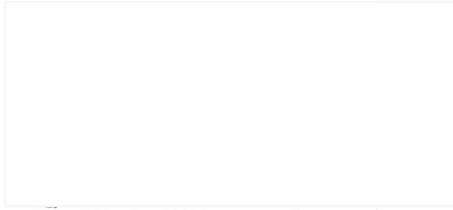
# Human centered design

OBSERVATION

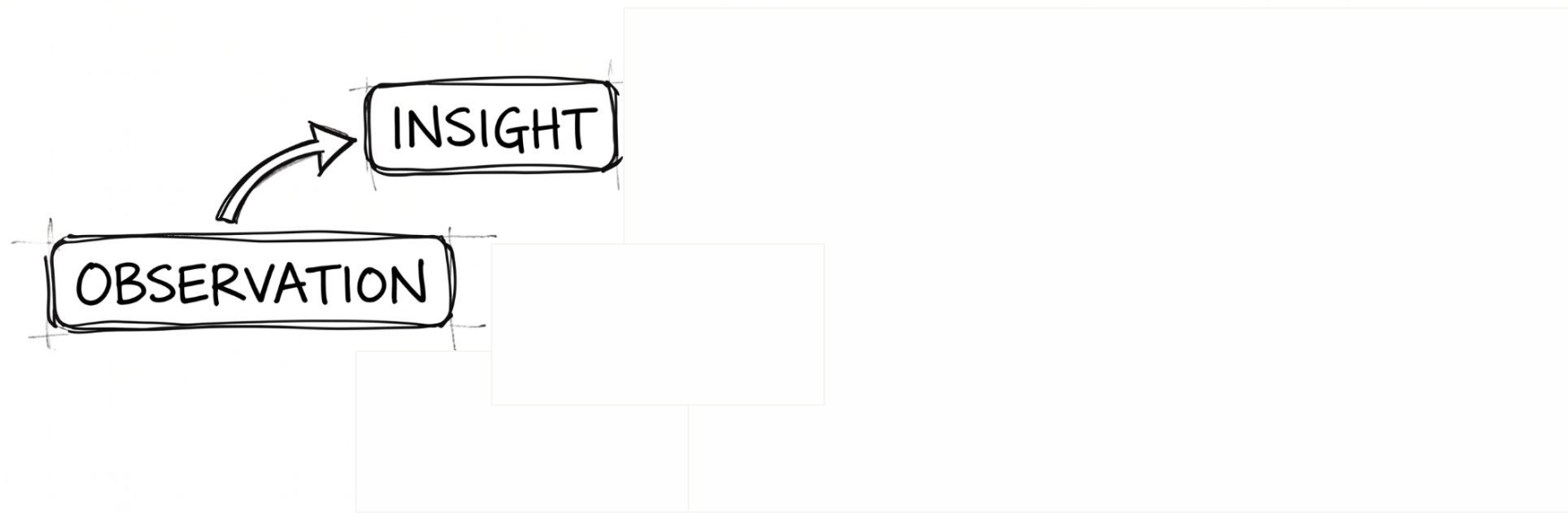


SOLUTION

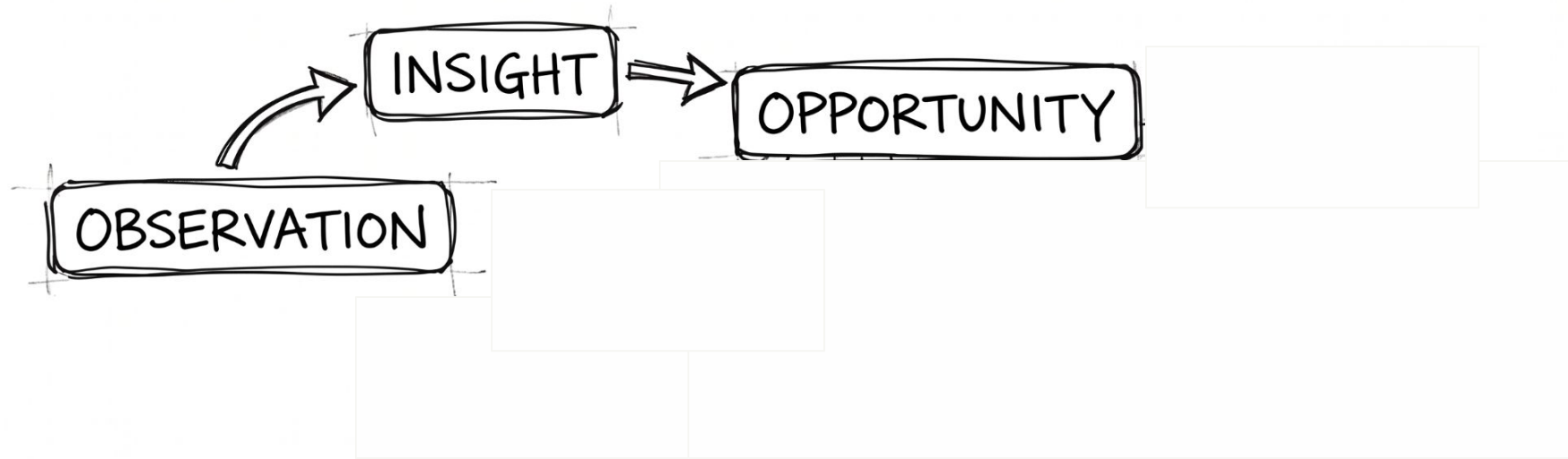
OBSERVATION



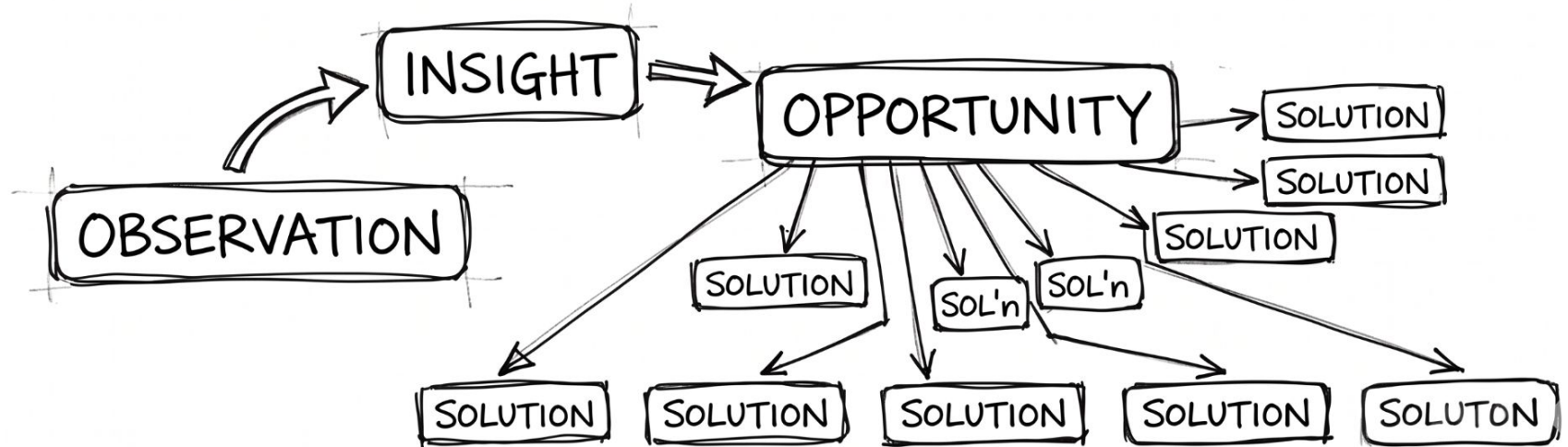
# Human centered design



# Human centered design



# Human centered design



# AI Enabled Design







Human Centered Design

# Research is a social discipline



# Research experiences

In-home ethnographies, shopalongs, Pinner dinners, participatory design workshops, analogous worlds



# Unlikely patterns

AI is probabilistic.

