Joe Pinelli

Senior UX Designer
NEW YORK, NY

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Experience

Senior User Experience Designer — Snap! Mobile, Remote
JANUARY 2022 – JANUARY 2026

- **Led UX design for flagship fundraising platform through period of exponential growth** - joined when company was chasing first million-dollar day, designed experiences that achieved $1M days → $1M-day weeks → $1M-day months → first $2M day

- **Increased donor completion rates by ~18% and grew average donation amount by $10,** redesigning the checkout flow and 'Outfit the Kid' gift experience, which generated $100K peak daily revenue

- **Improved participant onboarding completion rates and increased average fundraising contacts by ~50%,** rebuilding the core experience to significantly expand donor reach per campaign

- **Built company-wide design system from scratch** - created reusable Figma library and partnered with engineering on implementation, unifying design language across all dev pods

- **Helped scale UX team from 3 to 7 members** through hiring, portfolio reviews, and candidate interviews; mentored junior designers and conducted design critiques to maintain quality standards

- **Drove SaaS platform vision** by creating strategic concept designs showcased at company-wide events, aligning cross-functional stakeholders on product direction

- **Conducted user research** including live interviews, on-site field observations with sales teams, and prototype testing via Maze - insights validated design decisions and informed product strategy

Senior Product Designer — A Place For Mom, Remote
SEPTEMBER 2020 – JANUARY 2022

- **Redesigned consumer lead conversion flows, increasing on-page lead submissions by 360%** while improving lead quality and reducing bounce rates

- **Increased user engagement by 65-75% (scroll depth),** optimizing content hierarchy and interaction patterns to drive deeper site exploration

- **Built foundational design system** including color palette, typography, icon library, and component standards - system remained in active use by designers who joined after departure

UX | UI Consultant — Various Companies, Remote
JULY 2019 – PRESENT

- **Lead client engagements** from discovery through delivery, conducting design exercises to define scope, align business objectives, and establish product goals

- **Design and deliver responsive websites, native applications, and information architecture systems** using agile methodology

Product Designer — SettleInHome.com | Elite Home Products, Remote
MARCH 2015 – JUNE 2019

- **Transitioned from 10+ years in textile design to digital product design,** collaborating with marketing and development teams on b2b/d2c web initiatives

- Maintained brand consistency across print and digital assets while supporting e-commerce platform launch

Senior Designer — Sander Home Fashions, Secaucus, NJ
JANUARY 2008 – MARCH 2015

Art Director — THA Group, Savannah, GA
SEPTEMBER 2005 – OCTOBER 2007

Skills

Design Systems · Conversion Rate Optimization · User Research & Testing · Prototyping & Validation · A/B Testing
Figma · HTML/CSS · Adobe Creative Suite · Accessibility (WCAG) · Data-Driven Design · Information Architecture

Education

Savannah College of Art and Design, *Savannah, GA* — Bachelor of Arts
2003 – 2005

Mercer County Community College, *Hamilton, NJ* — Associate of Applied Science
2000 – 2002