



# Joe Pinelli

Senior Product Designer  
Design Systems & Conversion

NEW YORK, NY

 (908) 295-0106

 joepinelli@gmail.com

 joepinelli.com

## PROFESSIONAL SUMMARY

Senior product designer with 15+ years spanning brand and digital product, focused on end-to-end design for high-growth platforms. Builds design systems from scratch and leads product experiences from 0-to-1 concept through shipped, revenue-driving work. Brand-led foundation that carries identity thinking into every stage of product design.

## AREAS OF EXPERTISE

Interaction Design · Design Systems · Wireframing & Prototyping · User Research & Usability Testing · Conversion Rate Optimization · Figma · AI Design Workflows · Accessibility (WCAG) · Data-Driven Design

## EXPERIENCE

### Senior Product Designer — Snap! Mobile, *Remote*

JANUARY 2022 – JANUARY 2026

- **Led UX design for the flagship fundraising platform from first \$1M-day to first \$2M-day**, owning end-to-end experience across multiple user types through the entire growth period
- **Increased donor completion ~18% and grew average donation \$10**, redesigning the checkout and gift-purchase experience that generated \$100K peak daily e-commerce revenue
- **Boosted participant onboarding completion 157% and task completion 152%**, rebuilding the core experience to expand donor reach per campaign
- **Scaled the UX team from 3 to 7**, leading hiring, portfolio reviews, and interviews while mentoring designers and running design critiques
- **Designed a Group Leader onboarding dashboard hitting 66% self-service completion**, with full setup under 8 minutes, shifting fundraiser configuration from sales-assisted to self-service
- **Shipped Snap! Vault, a self-service KYB/KYC and bank-linking system**, replacing a non-compliant sales-assisted process and giving schools org- and campaign-level verification paths for accurate payouts
- **Used generative AI to prototype and pressure-test rating frameworks** for an internal org health dashboard, enabling a tiered pricing model and giving sales visibility into account health
- **Built a company-wide design system from scratch**, creating a reusable Figma library with developer-ready assets and partnering with engineering on implementation

### Senior Product Designer — A Place For Mom, *Remote*

SEPTEMBER 2020 – JANUARY 2022

- **Drove a 360% increase in on-page lead submissions**, redesigning consumer conversion flows for a high-traffic senior care platform through user research, rapid iteration, and data-driven design
- **Lifted user engagement 65-75% (scroll depth)**, optimizing content hierarchy and interaction patterns to drive deeper site exploration
- **Established a foundational design system** spanning color palette, typography, icon library, and component standards, still in active use by designers who joined after I left

### Product Designer — SettleInHome.com/Elite Home Products, *Remote*

MARCH 2015 – JUNE 2019

- **Delivered e-commerce web and mobile experiences for consumers**, partnering with marketing and development teams across digital product initiatives

### Senior Designer — Sander Home Fashions, *Secaucus, NJ*

JANUARY 2008 – MARCH 2015

## EDUCATION

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

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