




Joe Pinelli

Senior Product Designer
NEW YORK, NY

 (908) 295-0106

 joepinelli@gmail.com

 joepinelli.com

EXPERIENCE

Senior User Experience Designer — Snap! Mobile, Remote

JANUARY 2022 – JANUARY 2026

- **Led end-to-end product design for a B2B SaaS platform** — applying systems thinking to own consumer and internal product experiences that scaled with the business and drove measurable outcomes
- **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
- **Boosted participant onboarding completion by 157% and task completion by 152%**, rebuilding the core experience to significantly expand donor reach per campaign
- **Built company-wide design system from scratch** - created reusable Figma library with developer-ready assets and partnered with engineering on implementation, unifying visual language across all product lines
- **Owned end-to-end design of internal tools, admin dashboards, and data visualizations** for the sales organization and athletic directors — translating complex operational data into clear, actionable interfaces
- **Helped scale UX team from 3 to 7 members** through hiring, portfolio reviews, and candidate interviews; mentored junior designers, led design critiques, and facilitated cross-functional stakeholder alignment
- **Drove SaaS platform vision** through strategic concept designs and executive presentations — facilitating workshops and alignment sessions that connected user needs to business goals across cross-functional teams
- **Conducted user research** including live interviews, field observations, and usability testing — synthesized findings into insights that shaped product strategy, informed priority, and drove continuous improvement

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
- **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

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

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