



Joe Pinelli

Senior Product Designer

Conversion & Growth UX

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years turning complex, high-stakes products into simple, intuitive experiences, with a brand-led foundation that carries craft from concept to shipped work. Redesigned a Series B startup's fundraising flow from setup to checkout as daily volume grew from \$600K to \$2M, with work spanning fintech, healthcare, and e-commerce.

AREAS OF EXPERTISE

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

EXPERIENCE

Independent Product Designer | Freelance — Remote, July 2019 – Present

Design practice for startups and established brands across web, mobile, and data-heavy tools

- **Guided clients from discovery through delivery**, including NYC & Company, Citation Labs, Mental Models, Mijoi, and SoundPrint, designing websites, native apps, and information architecture

Senior Product Designer | Snap! Mobile — Remote, January 2022 – January 2026

Fintech platform for school sports fundraising, payments, and payouts (Series B startup)

- **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 process and giving schools org- and campaign-level verification paths for accurate payouts
- **Used generative AI to prototype a healthy-org framework** for a new account dashboard, moving sales from siloed pitches to cross-selling the full product suite
- **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

Healthcare marketplace connecting families to senior care

- **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

Direct-to-consumer e-commerce brand for home furnishings

- **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

Brand and packaging manufacturer creating private-label lines for major national retailers

EDUCATION

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

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