



# 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 with developer-ready assets and partnered with engineering on implementation, unifying visual language across all product lines
- 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 by creating strategic concept designs showcased at company-wide events, aligning cross-functional stakeholders on product direction
- Conducted user research including live interviews, field observations, prototype testing via Maze, and qualitative feedback sessions — insights informed product strategy across consumer and internal products

### 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