



Joe Pinelli

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User Experience Designer

EXPERIENCE

Senior Product Designer — A Place For Mom, New York, NY

SEPTEMBER 2020 – PRESENT

- Responsible for creating user-friendly features and designs used for the endpoint of the conversion funnel. These features increased outbound lead generation and improved customer conversion.
- Worked on establishing a scalable and consistent design system, including a web-optimized color palette, fonts, custom icon set, and centralized style guide.
- Rapidly prototyped and tested wireframe designs to validate features with users while also saving cost and time on unnecessary product development.

UX | UI Consultant — Various Companies, New York, NY

JULY 2019 – PRESENT

- Utilized the agile method to develop responsive websites, native application features, and information architecture systems.
- Led client communications and conducted design exercises that formalized the scope of work, focused business objectives, and identified product goals.
- Conducted extensive user interviews, usability tests, card sorting, and heuristic evaluations. Findings served in the delivery of informed features and impactful designs.
- Synthesized data into visually illustrative personas, journey maps, user flows, and site maps that aided in justifying design decisions to clients.

Product Designer — SettleInHome.com | Elite Home Products, New York, NY

MARCH 2015 – JUNE 2019

- Worked cross-functionally with marketing, development, and internal-sales teams to successfully launch both b2b and d2c web initiatives.
- Discovered user-focused MVP features based on user insights, quantitative and qualitative data, and competitive and comparative matrix evaluations while also balancing necessary business objectives.
- Stayed consistent and on-brand while delivering high-quality and impactful print and digital assets.

Senior Designer — Sander Home Fashions, Secaucus, NJ

JANUARY 2008 – MARCH 2015

- Designed and maintained a data architecture system for housing the vast artwork collection, which streamlined processes and productivity amongst the design team.
- Created sales initiatives through research and content redesign to achieve business objectives with clients such as Reba McEntire and Gi Giselle Blondet.

Art Director — THA Group, Savannah, GA

SEPTEMBER 2005 – OCTOBER 2007

- Rebranded company service lines to streamline product referrals and increase revenue.
- Worked on deliverables and user-testing for a partnership with Honeywell Homed for telehealth technologies.

SKILLS

Figma, Sketch, InVision, Adobe XD, UserTesting.com, Keynote, Photoshop, Illustrator, InDesign, Zeplin, Trello, HTML & CSS, Typography

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