Joe Pinelli

Senior Product Designer

Conversion & Growth UX

NEW YORK, NY

(908) 295-0106

joepinelli@gmail.com

joepinelli.com

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

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

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 an onboarding dashboard for fundraiser organizers that reached 100% setup completion,** with 66% finishing in under 8 minutes, shifting 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*