

Billy Mangino

Senior Product Designer

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Experience

The Adventure Challenge 2022 - 2024

Design Director - eCommerce

Orchestrated a 12-person cross-functional pod (design, eng, growth) using an Agile approach; accelerating go-to-market from 6 wks to 18 days avg., shipping 10 products and 12 high-ROI campaigns.

Re-architected checkout and upsell funnels by parsing 80+ user surveys, video sessions, and heat-map analysis —cutting cart abandonment by up to 50% and increasing MRR by an average of 22%.

Art Director - Growth

Crafted data-driven seasonal campaigns (paid-social) with media buyers and growth analysts—generating \$6M during Q4 sprints in 22' and 23' as well as increasing MRR through lean sales campaign development to exceed YoY projections.

Again Interactive 2017 - 2021

Design Director

Expanded agency services from social-only to end-to-end brand + product design (strategy, web/mobile UX UI, lifecycle email). These new offerings increased retainer business and powered 20 % YoY revenue growth.

Senior Designer - Social

Owned end-to-end social creative for six verticals (beauty, home, electronics, higher-ed, cannabis, tech startups) via motion-graphic and UGC template libraries in After Effects, Photoshop, and Figma, cutting time-to-approval by 60%.

The Areli Group 2013 - 2016

UX/UI Lead

Co-founded and spearheaded product design for QR-code loyalty app. Iterated MVP in Lean sprints, and secured a pre-launch tech acquisition. Transitioned into full-service product & brand agency, codifying a Lean-UX playbook that fueled 300%+ YoY revenue growth.

Senior Designer

Designed conversion-focused assets across web, email, and print for 40+ mid-market brands and established a brand toolkit that cut revision cycles by up to 90% and trimmed concept-to-publish time from 28 → 6 days.

Summary

Senior Product Designer & Growth-minded Creative Lead with 10+ years turning research-driven UX into revenue for e-commerce, SaaS, and marketing agency teams.

Strategic product leader who aligns cross-functional teams toward a clear north-star, translating stakeholder priorities into sprint-ready plans with tangible wins. I drive alignment, institute lasting process change, and unlock double-digit productivity gains through inspiration and empowerment.

Skills & Proficiencies

Product & Web

UX Research (heuristics / testing)
Wireframes
Design Systems
Tokenization
Web & Product Design
Advanced Prototypes
Content Design & Copy
Growth Strategy & CRO
Brand Strategy
Identity Systems
Graphic Design

Design Leadership

Team Management
Facilitation
Mentorship
AI Prompting
Workflows & Automation

Tool Stack

Figma
Webflow
Adobe Suite
DaVinci Resolve
Midjourney
ChatGPT
Claude A.I.
Lovable
Bolt.new

Languages

English
Native

Japanese
Learning