

Nicolle Diiorio ●●●

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milksfavoritecookie.com

Lead Product Designer with almost 10 years of experience designing consumer and B2B products across FinTech, AI, and healthcare. Proven track record of defining design strategy, shipping AI-enabled products in regulated environments, and scaling products from zero to hundreds of thousands of users. Strong cross-functional partner who brings clarity to ambiguity, elevates design quality, and drives engagement and business outcomes through thoughtful, systems-driven UX.

EXPERIENCE

Senior Product Designer | Stash | 2025 - PRESENT

Define and drive engagement and retention design across lifecycle and loyalty surfaces

Lead AI-enabled feature design in a regulated FinTech environment, balancing trust, compliance, and usability

Partner with Product, Engineering, and Data to shape roadmaps and deliver experiences that improve engagement and revenue

Drive high-quality execution across web and mobile, bringing clarity to complex financial concepts through systems thinking

Founding/Senior Product Designer | AnthologyAI | 2024 - 2025

Led end-to-end design across consumer and B2B products, including an AI-powered mobile app scaled to 450K+ users

Established design vision, systems, and processes from the ground up in close partnership with engineering

Used user research and data insights to inform decisions and iterate rapidly in a fast-paced startup environment

Mentored designers and scaled design operations to support a growing team and product surface area

User Experience Designer | Digitas Health | 2020-2021

Designed accessible digital experiences for patients and healthcare professionals, translating complex information into intuitive interfaces

Led user research and facilitated cross-functional workshops to align teams around insights and user needs

Created high-fidelity designs and prototypes for web and mobile products

Art Director | Digitas Health | 2017 - 2020

SKILLS

End-to-End Product Design

Artificial Intelligence

Vibe Coding

Mobile & Web Design

UX/UI Design

B2C

B2B

Visual Design

Design Systems

Prototyping

User Research

Motion Design

Micro Animations

Information Architecture

Team Mentorship

Design Operations

TOOLS

Figma

Cursor

Lottie

Jitter

Webflow

Framer

Adobe CC

After Effects

EDUCATION & TRAINING

AI Product Design Certificate

Elvtr | 2025

UX/UI Masters Certificate

Fashion Institute of
Technology | 2020-2021

Advertising Design BFA

Fashion Institute of
Technology | 2013-2017