

# 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