# Nicolle Diiorio

**nicolle.diiorio@gmail.com**
**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, and creative solutions.

## 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 Product Designer | AnthologyAI | 2021 - 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

Claude
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