

Renzo Arecco**Senior Product Designer**

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About Me

- Over the last 8 years, I've led end-to-end product design and discovery for B2B2C solutions, pairing product thinking and systems thinking with cross-functional collaboration and data-driven design.
- That work scaled our flagship product, SM Enroll, to **11M+ students across 17,000 schools nationwide**, earning multiple UI/UX awards.
- As an Art & Creative Director at multiple advertising agencies, I led visual design and demand generation campaigns across web and mobile for global brands, including **Universal Studios, Nissan, Marriott, Crocs, and The London Eye**.

Experience**Senior Product Designer | SchoolMint EdTech SaaS**

November 2017 - February 2026 | Miami FL

- Led user experience and discovery for four 0-to-1 product launches** spanning web and native mobile, and built and maintained the design systems that scaled them.
- Increased retention to 94% and new-deal conversion to 34%** by driving UX research, user interviews, A/B testing, and usability testing, translating complex workflows into intuitive experiences that balanced business goals with user needs.
- Introduced AI-assisted design and AI-enabled workflows to accelerate UX research, user flows, prototyping, documentation, automation, and testing, **resulting in a 60% increase in design-to-engineering handoff velocity**.
- Spearheaded accessibility initiatives across all web and mobile products, auditing, documenting, **and setting a roadmap to 100% WCAG 2.1 AA compliance**.
- Took on a hybrid Product Designer/Manager role, owning long-term strategy and roadmaps for two product lines, and directing engineering sprints and backlog.

Creative Director | Pivotal Media Advertising

February 2009 - July 2017 | Miami FL

- Led creative, branding, and visual design, collaborating with leadership, engineers, and clients on web, iOS, and Android experiences for global brands.
- Designed an award-winning brand and creative campaigns that **drove 30% average YoY engagement growth** for Miami Jewish Health Systems.

Art Director | Zimmerman Adv, Omnicom Group

June 2005 - October 2008 | Fort Lauderdale, FL

- Led visual design, design reviews, and mentorship for a shared pool of 20+ junior designers and web developers, as one of five art directors.
- Led Lennar Homes' rebrand and first national campaign that **sold 600+ homes in one weekend**. Named sole art director for all subsequent national campaigns.

Skills

User Experience (UX), Visual Design (UI), User Research, Design Systems, Information Architecture, Prototyping, AI-Assisted Design, Cross-Functional Collaboration, Strategic Thinking, User-Centered Design, User Testing, and A/B testing

Tools

Figma, Figma Make, Claude MCP, Vibe Code, Perplexity, ChatGPT, MidJourney, Adobe CC, Mobbin, Zeplin, Jira, Agile, and understanding of front-end tech: HTML, CSS, React, React Native, Flutter, Angular, JavaScript

Education**Bachelor of Design & Fine Arts**

Florida Atlantic University, 1998 - 2002

Interaction Design Foundation (IxDF) Certifications

UX Design & Research (2020), Mobile UX (2020), UX/UI Accessibility (2025)