

Kristina Pedicone is a multidisciplinary product designer with over 15 years of experience blending business goals with user needs to create refined, results-driven digital products.

- 2024—Present** **JP Morgan Chase**
Senior Experience Design Associate, Digital Channels Core Experiences
Currently shaping the future of core messaging experiences across digital channels for all customer segments (consumer, SMB, and wealth management), by obsessing over CX to improve servicing and cross-channel continuity, and leveraging data and personalization to deepen customer engagement over time.
- 2021—2023** **Condé Nast**
Product Design Lead, Global Product and Technology Team
Led the E2E design process for improving discovery, storytelling and loyalty experiences for brands across the News & Culture portfolio.
- Established the live-publishing content capability, used by all Condé Nast brands globally. Increased UVs 300+% and time spent 160+%, when compared with traditional content publishing.
 - Unified the podcast experience across brands to increase discoverability and bring a key off-platform touchpoint into O&O space. Increased podcast UVs by an average of 30+%.
 - Redesigned the Vanity Fair homepage to unify the brand presentation, better align content with editorial strategies, and improve overall discovery. Increased CTR by 15% and increased CSAT.
- 2021—2021** **frog, part of Capgemini**
Senior Experience Designer
Contributed to visual, experience, and interaction design activities, on cross-functional teams supporting startups and enterprises in their 0>1 product journeys.
- Designed and launched an oncology-specific tele-health app providing 24/7 physical and mental health care for people effected by cancer.
 - Conducted product research, testing, and evaluation to help a \$6B fintech company uncover new market opportunities.
 - Provided design support across the delivery phase of a mission-driven, hospitality marketplace app, valued at \$3.4M.
- 2010—2020** **blenderbox**
Design Lead (2016—20), Senior Designer (2011—16), Visual Designer (2010—11)
Led the E2E design process of interactive products and websites, for mission-driven organizations across civil, education, and cultural institution sectors.
- Transformed outdated websites into strategic communication tools for some of the most noteworthy non-profit organizations in the country like the Andrew W. Mellon Foundation, the Carnegie Corporation of New York, Henry Luce Foundation, the Robert Wood Johnson Foundation, and RFK Human Rights.
 - Designed NYC's first digital community service option for resolving a civil summons, in the form of 1 and 2 hour-long, SCORM-compliant online courses.
 - Launched vital NYC.gov programs like: WeTeachNYC, a professional development resource used by 90k+ NYC public school teachers; and WeNYC, an economic development platform supporting 30k+ women entrepreneurs across the city.

Skills

Experience Design
UI Design
Visual Design
Interaction Design
Prototyping
Documentation
User Research
Usability Testing
Roadmapping & Scoping
Strategic Vision

Practices

User-Centered Principles
Design Systems Thinking
Cross-Functional Collaboration
Agile Processes
Stakeholder Management
Accessibility Compliance
Design Leadership
Creative Direction

Contact

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