Kristina Pedicone is a product designer in Brooklyn, NY with over 16 years of experience blending visual craft and user needs with business goals to deliver results-driven B2C products.

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Experience

JPMorgan Chase • 2024—Present
Senior Experience Designer, Channels Experiences and Growth
Currently shaping the core transactions experiences that form the foundation of Chase's digital banking system. Working across web and mobile to make banking interactions more intuitive, accessible, and connected, while improving servicing efficiency, cross-channel continuity, and core business KPIs.

Condé Nast • 2021—2023
Product Design Lead, Global Product and Technology
Led E2E product design across Condé Nast's News & Culture portfolio, launching scalable discovery, storytelling, and loyalty experiences for brands like *Vanity Fair*, *The New Yorker*, *WIRED* and more. Highlights:

- Established live-publishing capabilities used by all Condé Nast brands (Increased UVs by 300% and time spent by 160%).
- Unified podcast discovery in owned channels (Increased UV by 30%, and introduced new O&O revenue and recirculation opportunities).
- Redesigned the Vanity Fair homepage to unify brand expression, align content with editorial strategies, and improve discovery (Increased CTR +15% and CSAT +7.8%).

frog • 2021—2021
Senior Experience Designer, Venture Building Service
Drove visual, experience, and interaction design activities on cross-functional teams supporting startups and enterprises in their 0-to-1 product journey. Highlights:

- Designed and shipped the *Iris* app, an oncology-focused telehealth platform, for people affected by cancer (available on 18+ health plans, serving 50M+ people).
- Led product research and testing to uncover new market opportunities for a leading global fintech ($26B market cap).
- Oversaw design execution through launch for *Sesame*, a mission-driven, hospitality marketplace app ($3.4M valuation).

Blenderbox • 2010—2020
Design Lead, promoted from Senior Visual Designer in 2016
Led E2E visual and experience design of digital products and websites for clients across education, cultural, civic, and government sectors to drive meaningful engagement and advance mission-driven organizational goals. Highlights:

- Transformed outdated websites into strategic communication tools for some of the most noteworthy nonprofits in the country, like the Andrew W. Mellon Foundation, the Carnegie Corporation, Henry Luce Foundation, the Robert Wood Johnson Foundation, RFK Human Rights, and more (increasing scalability and mission alignment and reducing content deployment time across the board).
- Designed and launched NYC's first online community service option for resolving a civil summons, in the form of one- and two-hour-long, SCORM-compliant online courses, translated to the 8 most commonly spoken languages in NYC (18% quarterly adoption rate among respondents).
- Pioneered vital NYC government programs like WeTeachNYC, a PD resource serving the largest public school district in the US (leveraged by 90k+ NYCPS staff annually), and WeNYC, an ED platform helping women entrepreneurs across the city grow their businesses (20k+ women served, with a 56% business growth rate).

Skills

Product Design, Experience Design, Visual Design, Interaction Design, Content Design, Design Strategy, AI-Assisted Prototyping, Prompt Engineering, Documentation, User Research, Testing, User-Centered Principles, Design Systems Thinking, Cross-Functional Collaboration, Agile Processes, Stakeholder Management, Accessibility Compliance, Design Leadership, Creative Direction, Figma, Claude, Adobe CS, Atlassian Products, LLMs

Education

University of Delaware
Digital Communications, attended 2004—2008