

DIEGO PINNA

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SUMMARY

A highly accomplished and hands-on design manager with extensive experience designing for major financial institutions, global automotive brands, large organizations, and multiple startups at various stages. Possesses core competencies in user experience (UX), product design, user research, rapid prototyping, design methodology, product definition and vision, wireframing, and UI. Highly knowledgeable in the end-to-end design lifecycle, from defining requirements to user testing. Proficient in Agile methodologies, including Scrum and Kanban. Successfully leads and mentors distributed teams to accomplish desired results.

EXPERIENCE

POINT 72, New York, NY - Stamford, CT

Senior Product Designer 2024-Present

- Developed a new MVP designed to support the creation of new strategies for the US Equities Team.
- Owned the product definition, collaborating closely with senior executives and the technical team.
- Designed and integrated AI instruments (e.g., clustering, classification) to surface insights and support decision-making in a highly regulated financial environment.
- Created a bespoke design library, working closely with front-end engineers to ensure accessibility, high fidelity, and comprehensive project documentation. Leveraged Cursor AI to speed up UI development and prototyping.

NERDWALLET, New York, NY

Product Design Manager 2022-2024

- Led and expanded the Small Business Product Design team (SMB, formerly Fundera), managing two senior designers and one junior designer (US-distributed).
- Championed design craft and processes to improve efficiency and cross-functional collaboration.
- Designed the new SMB platform with Premium model, including frequent user testing, data, and A/B validation.
- Led iterations on web app and site to \$100M in revenue in 2023.

NERDWALLET, New York, NY

Senior Product Designer 2021-2022

- Refined and redesigned product features with quarterly OKRs.
- Promoted user research tools and mentored designers and stakeholders on UXR methodologies.
- Worked with US remote and near-shore teams.

CLEAR STREET, LLC, New York, NY

Senior Product Designer 2019-2021

- Created the first MVP of Clear Street customer portal for hedge funds and prop-trading firms, launched in 2019.
- Set up end-to-end design methodology from requirements to user testing.
- Owned product definition and design vision, iterating with C-suite stakeholders and cross-functional partners.
- Led and expanded the design team.

CONSULTING EXPERIENCE

GOLIN, London, UK – **UX Director** – 2017-2018. Partnered with Unilever's cross-functional teams to design multiple products, including internal tools to streamline new product launches and manage packaging copy for all **Unilever** branded products.

VARIOUS CLIENTS, London, UK – **Senior UX Designer** – 2015-2017. Guided clients in developing products with best UX practices, aligning business strategy with product development roadmap. Produced wireframes, high-fidelity UI mockups, and interactive prototypes.

RMA CONSULTING, NTT DATA, London, UK – **Interaction Designer** – 2014-2015. Worked with NHS to deliver an iOS app to track newborn sleep disorders. Collaborated with the **HSBC** global product team to design the HSBCnet web application and iOS app, providing support in multiple countries and localizations.

ADDITIONAL EXPERIENCE

WORKSHARE, London, UK, **Interaction Designer**, 2012-2014. Worked with three Agile teams and managed a suite of Workshare desktop applications (£20M per year in revenues). Redesigned iOS app (iPhone / iPad), increasing user engagement from 3% to 42%. Designed and wrote new software features (described by using acceptance criteria).

IDEAPLANE, London, UK, **Business Analyst**, 2011-2012. Worked as a product owner with an Agile developer team, building and managing an Enterprise Social Network web app initially developed for Deutsche Bank.

EDUCATION

NEW YORK UNIVERSITY - TANDON SCHOOL OF ENGINEERING, New York, New York
Master of Science, Integrated Digital Media

UNIVERSITÀ DEGLI STUDI DI TRIESTE, Trieste, Italy
Master's Degree in International and Diplomatic Sciences (Political Diplomacy), First Class Honors
Bachelor's Degree in International and Diplomatic Sciences

TECHNICAL SKILLS

- **User-Centered Design Methodology:** Extensive experience designing user-centered products, focusing on complex financial platforms and enterprise functions like trading, compliance, and clearing services.
- **Design Strategy and Innovation:** Proven track record in strategizing, sketching, and designing new products from MVP to market launch, particularly in the financial services industry.
- **Workshop Facilitation and User Testing:** Regularly planned and facilitated ideation workshops and conducted usability testing with internal and external users to refine and align product vision.
- **User Research and Design Translation:** Experience translating user requirements and research into tangible design concepts through personas, journey mapping, and other design thinking methods.
- **End-to-end UI/UX Design process and Data Visualization:** Comfortable sketching wireframes and creating visually compelling, data-driven dashboards for real-time updates and actionable insights.
- **Design Systems Creation:** Built scalable design systems, including reusable components and patterns, adhering to accessibility best practices.
- **Attention to Detail and Storytelling:** Demonstrated meticulous attention to detail in storytelling and technical design, ensuring clarity and precision from wireframes to final UI.
- **Agile Methodologies:** Strong experience working in cross-functional agile teams, iterating on product design and development in close collaboration with product managers and engineers.
- **Mentorship and Team Leadership:** Mentored junior designers, fostering a culture of shared learning and design excellence across the team.
- **Technical Collaboration:** Strong collaboration with engineering teams to ensure design implementation aligns with technical requirements, enhancing product quality and design consistency.
- **Experience with Complex Applications:** Expertise in building user-friendly solutions for complex applications, particularly in highly regulated industries such as finance and clearing services.
- **Figma Expertise:** Extensive experience using Figma for design and prototyping, creating complex design systems, and working seamlessly with global teams.

LANGUAGES

Bilingual in English and Italian