

# Chris Petrillo

## UI / UX Principle Product Designer, Director, Manager

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### About me

Principle product designer with 15+ years experience in UI & UX design on the agency-side and in-house. Expertise includes working cross platform on desktop, mobile, tablet, web, and TV devices (OTT). Seeking remote-based, long-term role in-house to utilize skills in using design systems to create meaningful user experiences.

### Experience

#### '20 - '23 **Beachbody On Demand** • Principle Product Designer

- Led & executed complete TV app redesign, creating parity on all four TV apps (Apple TV, Google TV, FireTV, Roku).
- Led design for two major cross platform initiatives (Web, iOS, Android, TV apps).
- Managed and mentored two designers.

#### '17 - '20 **FuboTV** • Senior Product Designer

- Successfully launched 20+ of product features in tenure
- Ideated and executed design on a patented feature (Live Preview).
- Worked closely with multiple Product & Engineering teams including iOS, Android, Web, tvOS, Roku, fireTV/AndroidTV, & SmartTV.
- Selected by the CEO to spearhead design for all TV apps features including the home experience, video player, search, & guide as the lead and go-to designer.
- Worked with design systems designer to build out rules and specs for components, type styles, color usage, etc.
- Partnered with product to run multiple user testing sessions to find user patterns on features such as search, channel browsing, log in, etc.

#### '16 - '17 **Hard Candy Shell** • Product Designer

- Led design on multiple website redesigns including The Points Guy, Manrepeller & CFRA
- Created The Points Guy Logo & branding.
- Executed in a truly 100% agile process, designing side by side with engineering and strategy.
- Partook in many user interviews with The Points Guy users.

#### '07 - '16 **Big Spaceship** • Associate Design Designer

- Partnered with approx. 50-100 brand clients including: Samsung, BMW, Chobani, Victoria Secret, and Fred Segal.
- Led, directed, executed and presented design concepts directly to clients offsite including BMW, Boston Ballet, Saturday Night Live, & Fred Segal.
- Ran user testing workshops for BMW Genius app to test the overall initial experience that was built. Functional revisions were made based on our findings.
- Managed, directed and mentored team of four designers.
- Co-created a hack-day project, "The Most Awesomest Thing Ever," which received a lot of media attention. ie. Time.com, Huffington Post, Ashton Kutcher, etc.

### Contact

(585) 313 4662  
chris@chrispetrillo.com  
chrispetrillo.com

### Skills

Figma  
Adobe Suite  
Animation  
Prototyping  
Presenting  
Wireframing  
User Flows  
UI/UX Design  
Sketch

### Awards

SWSW  
Andy Awards  
Webby Nomination  
Creative Review  
Pixel

### Press

Time.com  
ABC News dot com  
Huffington Post  
Wallstreet Journal  
Ashton Kutcher

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### Education

**Rochester Institute of Technology**  
New Media Design

**Buffalo State College**  
Graphic Design