

Chris Petrillo

UI / UX Principal Product Designer, Director, Manager

About me

Principal product designer with 19+ 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, long or short term role to utilize skills in using design and A.I. tools to create meaningful user experiences.

Experience

‘23 - ‘26 **Sibi** • Senior Product Designer

- Led product design across multiple teams & initiatives, from concept to execution.
- Elevated product quality through thoughtful, user-centered design.
- Expanded beyond traditional design workflows by leveraging AI-powered development tools like Claude to build functional prototypes, create code branches, and bring designs closer to production.

‘20 - ‘23 **Beachbody On Demand** • Principal 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.
- 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

‘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
the.chrispetrillo@gmail.com
chrispetrillo.com

Skills

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

Awards

Andy Awards
Webby Nomination
Creative Review
Pixel

Press

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

Education

Rochester Institute of Technology
New Media Design

Buffalo State College
Graphic Design