

Perry DeNicola

Staff Product Designer

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Product designer with 8 years of experience designing digital products across e-commerce, SaaS, and AI platforms. I focus on turning complex problems into intuitive product experiences by partnering closely with product and engineering teams.

EXPERIENCE

Plato - Staff Product Designer (Consultant)

Designed SpecSync - Plato is a venture studio backed by Cathie Wood's Ark Invest that partners industry veterans with world-class technical teams to build software companies from the ground up.

MARCH 2026 - CURRENT

- Led product design from 0 → 1, defining the vision and experience for an AI-powered pricing intelligence platform.
- Conducted customer discovery and research to validate the market opportunity and identify the initial product wedge.
- Partnered closely with domain experts and founders to influence product strategy and roadmap decisions.
- Established go-to-market positioning and messaging to support commercialization efforts.
- Created investor narratives and pitch decks used to communicate the product vision and business opportunity.
- Designed end-to-end AI workflows that streamlined pricing requests, quote management, and bid preparation.
- Drove alignment across stakeholders through workshops, prototypes, and iterative feedback loops.

The Home Depot - Senior UX Designer

Improved experiences for our customer service platform HOME

SEPTEMBER 2022 - MARCH 2026

- Introduced AI-powered features including recommendations, pricing insights, analytics, and automated summaries
- Consolidated multiple external tools into a unified platform, simplifying complex workflows for internal teams
- Led user research and usability testing to identify pain points and improve usability and product adoption
- Mentored designers and facilitated workshops and product sprints to align cross-functional teams around product strategy

Bed Bath & Beyond - UX Designer

Refined/created digital experiences for both retail and ecommerce

SKILLS

Product Strategy
AI Product Design
User Research Studies
Wireframing
Agile Methodologies
User Testing
Design Thinking
Interactive Prototyping
Persona Development
Site Map & User Flows
Leadership & Team Building
Ecommerce Design
Public Speaking & Relations
Mentorship

TOOLS

Figma Suite
Claude Suite
Google Stitch
Adobe Suite
Sketch

EDUCATION

General Assembly / UX Certification

FEBRUARY 2019 - MAY 2019

Florida Atlantic University / B.A Marketing

SEPTEMBER 2010 - DECEMBER 2015

DECEMBER 2021 - SEPTEMBER 2022

- Led in design and managed PLP, Taxonomy, and Landing Pages
- Designed for multiple brands: Bed Bath & Beyond, buybuyBaBy, Harmon Face Values
- Coordinated with stakeholders to review and finalize designs
- Helped establish a documentation system utilizing Confluence

Chewy - Associate Product Designer

Created digital products for the leading platform in pet ecommerce

SEPTEMBER 2019 - JUNE 2021

- Led in design and launched new interface for Chewy Gives Back program for mweb and desktop experiences
- Spearheaded both B2C and B2B experiences
- Facilitated design reviews with stakeholders
- Collaborated with development, product managers, and marketing