

# TARA RICCIO

tarariccio.com  
(434) 227-6781  
tarajriccio@gmail.com

## EXPERIENCE

---

**Zencape Health**, New York, NY

**Founding Director of Product** – *March 2022 - January 2024*

- Launched a Telehealth platform for chronic pelvic pain patients from 0→1, which captured +\$1M in venture funding
- Led product from pre-revenue to revenue
- Navigated pivot from D2C to B2B, resulting in a partnership with the largest hospital in New York
- Led teams of senior leadership, physicians, engineers, marketers, and vendors
- Owned organizational strategy, roadmaps, and KPIs; measured results and patient outcomes; created documentation

**Bloomberg Media**, New York, NY

**Design & Research Operations Manager / Lead Product Designer** – *November 2021 - March 2022*

- Managed the design team's operational initiatives; defined strategy to meet revenue and audience goals; set and tracked design KPIs; led design strategy for the video and storytelling teams
- Owned user research tools; facilitated and executed user research

**Senior Product Designer** – *October 2019 - October 2021*

- Key initiatives included redesigning the mobile app offer page, driving a 213% lift in conversion
- Led the web launch of Quicktake, a new global streaming network
- Concepted and designed a Quicktake web streaming feature that increased total unique users by 1,736%, live streams by 3,576%, and ad impressions by 692%

**Flippable**, Brooklyn, NY

**Product Director, Blueprint for SwingLeft** – *May 2019 - October 2019*

- Owned the product conception for Blueprint, a digital fundraising platform designed to maximize impact for political donors, resulting in \$5M invested through the tool in its first year
- Led a cross-functional product team as Flippable merged with Swing Left

**Product Manager** – *October 2018 - May 2019*

- Responsible for all touchpoints of the Flippable UX; owned product metrics; set team KPIs; built data-informed roadmaps
- Led cross-functional product team; hired and managed contractors; conducted user research; created prototypes

**Product Designer** – *November 2017 - October 2019*

- Responsible for the user experience and design of all digital products
- Led site redesign that 2x-ed donations per session, increased session duration, decreased homepage bounce rate 8%

*Prior experience at Elite Daily, West Elm, The Washington Post, and HarperCollins*

## EDUCATION

---

**Virginia Tech**, Class of 2015

College of Architecture & Urban Studies

BFA Honors Scholar — Visual Communication Design

**Stanford University** AI in Healthcare Specialization, Coursera,  
Currently Enrolled

**General Assembly** Product Management Bootcamp, 2019

**IDEO** Designing for Change Course Certificate, 2018

**National Outdoor Leadership School (NOLS)**

Pacific Northwest Wilderness Leadership Training, 2012

## PERSONAL PURSUITS

---

**Project Basta Mentor**, 2021

Provided mentorship for a first-generation college student in their full-time job search

**Design Justice Network Member**, 2021

Collaborated within a subgroup to make design justice principles accessible in the workplace

**Worldwide Opportunities on Organic Farms**, 2017

Volunteered on an organic farm in New Haven, VT

**AIGA Member**, 2012 - 2020

Professional design organization member