

TARA RICCIO

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

EXPERIENCE

ZENCAPE HEALTH New York, NY

FOUNDING DIRECTOR OF PRODUCT *Mar '22 - Present*
Launched a telehealth platform from 0→1 for chronic pelvic pain patients. Navigated pivot from D2C to B2B. Contributed to securing a partnership with the largest hospital in NY and raising +\$1M in venture funding. Managed team of senior leadership, physicians, engineers, marketers, and vendors.

BLOOMBERG MEDIA New York, NY

DESIGN & RESEARCH OPS MANAGER

LEAD PRODUCT DESIGNER *Nov '21 - Mar '22*
Represented the design team in establishing product strategy to meet business goals (10% increase in visits, 65M/mo UVs), set and tracked design KPIs. Owned user research tools, facilitated and executed research. Led design strategy for storytelling team.

SENIOR PRODUCT DESIGNER *Oct '19 - Oct '21*

Key initiatives included redesigning the mobile app offer page (driving a 213% lift in conversion), leading the web launch of Quicktake (a new global streaming network), concepting and designing a Quicktake video feature which increased total unique users by 1,736%, live streams by 3,576%, and GAM impression by 692%.

FLIPPABLE Brooklyn, NY

PRODUCT DIRECTOR, BLUEPRINT *May '19 - Oct '19*
Owned the product conception for Blueprint, a digital fundraising platform designed to maximize impact for political donors (\$5M invested in its first year). Led cross-functional team through merger with Swing Left.

PRODUCT & DESIGN MANAGER *Oct '18 - May '19*

Responsible for entire Flippable user experience, from brand to product. Hired & managed design contractors, executed UXR & design, built data-informed roadmaps.

PRODUCT DESIGNER *Nov '17 - Oct '18*

Key initiatives included a website redesign that doubled donations per session, increased avg session duration, decreased homepage bounce rate by 8%.

EDUCATION

VIRGINIA TECH

COLLEGE OF ARCHITECTURE & URBAN STUDIES

Bachelor of Fine Arts Honors Scholar
Visual Communication Design Class of 2015
European Immersion Summer 2013

STANFORD UNIVERSITY

AI in Healthcare Specialization, Currently Enrolled

GENERAL ASSEMBLY

Product Management Bootcamp 2019

IDEO

Designing for Change Course Certificate 2018

NOLS

Pacific Northwest Wilderness Training 2012

TRIVIAL PURSUITS

BLOOMBERG BASTA MENTOR Fall 2021

DESIGN JUSTICE NETWORK 2021

AIGA MEMBER 2012-2020

WWOOF 2017, New Haven, Vermont

AIGA VIRGINIA TECH CO-PRESIDENT 2014-2015

BONA FIDE SKILLS

Current weapons of choice are Figma, Notion, and GSuite. Extensive experience with Adobe Photoshop, Illustrator, InDesign, UserZoom, Sketch, InVision, and basic HTML and CSS. Comfortable collaborating in JIRA, Trello, AirTable, and more. Always excited to learn a new skill or play with a new tool.

Additional prior experience at The Washington Post, Elite Daily, Harper Collins, and West Elm.