

ADAM CRICCHIO

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SUMMARY

A dedicated and experienced **Product Design Leader** with a strong background in UX/CX, product strategy, customer insights, marketing, brand development, and team leadership. Excels at turning concepts into impactful, multi-channel solutions that enhance sales, ROI, and customer satisfaction. Recognized for helping businesses grow by adopting new technologies and crafting holistic, customer-first product experiences. Inspires teams and partners to overcome challenges, innovate, and deliver key results. Trusted for managing budgets efficiently, leading by example, and collaborating effectively with business stakeholders and technology partners.

EXPERIENCE

CAPITAL ONE

Vice President of Experience Design, Acquisition and Onboarding (2021- June 2024)

RICHMOND, VA

Led Consumer Card/Bank design team responsible for creating mobile acquisition and sign-up experiences for new customers including product recommendations. Reported to head of Consumer Card/Bank Design and served on the leadership team.

- Managed 30+ designers focused on performance marketing, funnel optimization and campaign support, as well as long-term innovation and product/UX feature development, for web and mobile native channels.
- Launched award-winning multichannel “pre-approval” experience, redesigned mobile experience, improving engagement and delivering \$185M+ in annualized revenue.
- Developed new product recommendation experience delivering 61% completion rates and ~20% lift to application submit rate.
- Created native experiences resulting in ~70% increase in pre-approval submits and ~10% increase in new accounts booked.

Vice President, Conversational AI Design and Messaging (2020)

NEW YORK, NY

Led 100+ designers focused on AI product design for “Eno,” a virtual assistant that provides customers with real-time answers, account information, and insights to help them manage their finances. Includes chatbot, financial insights, and security alerts. Reported to the head of Enterprise Design and also co-managed enterprise platform design at Capital One.

- Created new proactive and reactive conversational AI experiences expanding across multiple product lines helping improve customer engagement +50%.
- Delivered 9B+ annual messages across multiple customer journeys through email, SMS, and push notifications driving engagement and sales.
- Embedded research efforts into workstreams to better coordinate testing and increase efficiencies.
- Retooled and redesigned processes to reduce project cycle time 30%.

AQR CAPITAL MANAGEMENT

Vice President, Design (2018-2020)

GREENWICH, CT

Led a lean multi-channel product design and brand team on external / internal websites and mobile apps delivering real-time analytics for customer lifecycle. Also, managed branding, marketing and direct response efforts. Reported to MD Digital Strategy.

- Overhauled and developed a new design system for the global brand.
- Designed and launched a new digital suite and footprint including localization for China and other online sales tools.
- Created educational video series on product offerings to support sales team.
- Effectively hired/managed two creative agencies and multiple contractors to manage workflow and budget.

OGILVY HEALTH

Executive Vice President, Creative Director, Digital UX (2017-2018)

NEW YORK, NY

Created a new UX product design team enabling the agency to expand offerings beyond advertising and partner with clients to create product experiences in healthcare. Reported to Chief Creative Officer and led 25 designers at the largest healthcare agency in WPP.

- Focused on driving consumer behavior change through effective, holistic campaigns and touchpoints – including the launch of the first AI chatbot designed to help patients manage their drug adherence.
- Successfully managed omnichannel strategies with clients including Pfizer, GSK, and Nestle.
- Led new business development and won 2 agency-of-record accounts with large multinationals.

CROWDTAP

Chief Creative Officer (2014-2017)

NEW YORK, NY

Reported to CEO and served on executive team at this SaaS martech startup (Series B) focused on building advocacy communities for brands to enhance their marketing efforts. Led team of 15 product managers and designers working on B2C and B2B features.

- Developed a new go-to-market strategy and launched a new product that grew revenue 40%.
- Streamlined processes and reorganized product / design / tech teams, which increased operating efficiencies 50%.
- Introduced a new analytics product that led to growth of 20% of business.
- Managed cross-functional team of product managers, UX, marketers, and content teams stewarding entire customer lifecycle.
- Worked with client brands including Folgers, Listerine, McDonald's, Neutrogena, and Tide.

WEIGHTWATCHERS

Vice President, Global Product Design and User Experience (2013-2014)

NEW YORK, NY

Reported to the CPO and served on the executive team at WeightWatchers Online helping build and steward one of the first successful online subscription businesses with a diverse product line of mobile apps and digital retail experiences. Managed 25+ designers.

- Contributed to design and development of long-term product strategy and roadmap.
- Awarded U.S. patent for work on the digital behavior modification system, WeightWatchers 360®.
- Launched online/video coaching product making it easier for customers to get the support they need.
- Served on the Brand Council overseeing brand usage and extensions.
- Helped develop and co-manage internal innovation practice spearheading R&D efforts.

Vice President, Creative and User Experience (2004-2012)

NEW YORK, NY

Reported to the CEO and established and built the first UX and product teams for digital products at WeightWatchers.

- Grew paid online subscription base from 150,000 to 1.5M customers over a five-year period.
- Launched WeightWatchers for Men digital product and grew business 20%.
- Launched 12 international online businesses throughout Western Europe and China.
- Designed and introduced the company's first mobile products with 6M+ downloads.
- Led design and tech integration of wearable fitness tracker (ActiveLink®) with Philips Electronics. 450k units sold in Y1.
- Introduced internal capabilities to manage usability testing and analysis.

ADDITIONAL EXPERIENCE

From 2000-2004, served as **Vice President of Creative** and co-manager of the New York office of AGENCY.COM. This award winning global tech startup specialized in digital strategy and e-commerce. Reporting to the CEO, helped create the digital practice at Omnicom Group after it acquired Agency.com in 2003. Led creative strategy for top global brands including British Airways' first terminal touchscreen kiosks at JFK Airport and redesigning Honeywell's 80+ website distributor network into a single content-managed platform.

PATENTS

Interactive Lifestyle Reinforcement and Game Methods – A performance of repetitive tasks can result in establishment of a particular behavior pattern. Typically, the performance of repetitive tasks can be more enjoyable if those tasks are part of or associated with a game. The work was featured in the WeightWatchers digital tool called "Routines" designed to create new behaviors.

EDUCATION

STATE UNIVERSITY OF NEW YORK, College at Buffalo, NY
B.S., Graphic Design and Advertising

AWARDS

Webby, OneShow, WMA, FlashForward, Sabre, Shorty