

Naomi (Nio) Tenenini

naomi.tenenini@gmail.com • tenenini.com • Remote • New York

I design high-impact product experiences that drive conversion—
from 0 → 1 MVPs to growth, onboarding, and monetization.

- **Ship MVPs and 0 → 1 product experiences quickly**
- Growth experimentation (conversion, onboarding, monetization)
- Turn ambiguous, complex product ideas into scoped, build-ready solutions
- Collaborate closely with PM + Eng or operate independently

Experience

Teachable • Senior Product Designer, Growth

2021–2025

- Led design for **onboarding, checkout, and upgrade flows** to improve activation and conversion across core journeys
- Redesigned creator checkout, resulting in **2x faster completion** and **+12pt lift in free-to-paid conversion**
- Designed **in-context upgrade flows (1-click upgrade)**, reducing friction and increasing upgrade conversion
- Shipped **0 → 1 and MVP features under tight timelines**, including monetization flows and marketplace product (Discover)
- Used behavioral data and rapid experimentation to identify drop-offs and **ship improvements quickly** with product and engineering

Goldman Sachs • Product Designer

2020–2021

- Designed enterprise transaction banking tools for clients like Coca-Cola and Yum! Brands, supporting high-volume financial workflows at scale
- Designed internal admin tools to monitor and manage client transactions, translating complex operational workflows into usable interfaces
- Partnered with product and engineering leadership to drive design decisions from planning through execution

Hydrogen • Product Designer

2019–2020

- Delivered 7 white-label fintech apps on aggressive timelines — each shipped on schedule in a fast-paced, client-facing environment
- Partnered directly with clients and sales to rapidly define, scope, and ship product requirements from kickoff to launch
- Leveraged a flexible design system to accelerate prototyping and maintain visual consistency across multiple enterprise products

Education

Boston University, BFA • Magna Cum Laude

Tools & Capabilities

Figma, prototyping, design systems, growth experimentation, front-end collaboration (HTML/CSS/React), Miro, Notion, Loom, Storybook, Heap, Mixtable