

# Joe Christiani

Design leader focused on complex software platforms and technical products.

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## PLAID

2020–Present

### Product Design Manager · 2022–Present

Leading design and research for Plaid's customer and partner-facing experiences across the web, Plaid Dashboard, Open Finance, and the Threads design system. Responsible for multidisciplinary teams spanning product design, web design, design systems, and research.

- Led the evolution of Dashboard and customer onboarding experiences, improving adoption and activation across the platform.
- Launched Bank Intelligence, helping financial institutions benchmark performance and identify opportunities using ecosystem-wide data insights.
- Led the redesign of Plaid's design system to align the product experience with the company's rebrand.
- Led the translation of Plaid's rebrand across the company's web presence.

### Product Designer · 2021–2022

- Led design across the Developer Group, including Developer Experience, Growth, and Developer Relations.

### Product Designer · 2020–2021

- Led design for Developer Experience, including Dashboard and developer documentation.

## FLEETSMITH (ACQUIRED BY APPLE)

2019–2020

### Senior Product Designer

- Designed the zero-to-one experience that became Apple Business Essentials.

## SEGMENT

2016–2019

### Product Designer, Senior Product Designer

- Defined the platform's core information architecture and redesigned the Overview experience, establishing a new mental model for how customers navigated and understood the platform.
- Led design and research for the Product Growth pillar, including pricing and packaging initiatives.
- Led the launch identity and event experience for Personas, Segment's first product built on top of its customer data platform, enabling audience building and personalization.
- Piloted Segment's UX Research program.

## EARLIER EXPERIENCE

Product Designer (Contract) · Early-stage startups, 2015–2016

Content Strategist (Consulting) · Non-profit clients, 2011–2015

Research Assistant, Harvard University · Global health research, 2009–2011

## EDUCATION

Brown University

B.A., American Studies

Université Paris I Panthéon-Sorbonne

French Language Studies