

# Judi DeCicco

[judidec@gmail.com](mailto:judidec@gmail.com) | 617-538-0512 | [linkedin.com/in/judidecicco](https://www.linkedin.com/in/judidecicco) | Seattle, WA

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## Resume Summary

Product Design Director with more than 10 years of experience building, leading, and managing design teams for consumer-facing digital products. Adept at driving the design of innovative and complex high-quality experiences for desktop, mobile, and connected TV devices for a global market by creating trusting relationships with leadership across product, design, and engineering. Leader who fosters an open and collaborative team culture and supports a global team of designers in growing their careers and doing their best work.

## Career Highlights

- **HBO Max with Ads & Limited Free Experience:** Led a team of designers, researchers and copy writers to create the purchase experience for a new ad-supported plan and yearly payment option, leading to increased monetization and retention. Aligned with product and engineering teams to create a free experience for prospective customers to watch ad-supported content before converting to paid subscribers. Lead iteration and testing on plans, promotions, and offers through user research and A/B testing to increase acquisition and retention.
- **HBO Max International Expansion:** Led a team of designers to partner with product and engineering counterparts to create a localized buy flow, ensuring a seamless purchase and sign in experience. Designed a flexible system to execute a fully-regionalized design, expanding HBO Max into 15 European countries, 33 Latin American countries, and 8 languages for a total of 73 million subscribers by end of 2021.
- **HBO Max US Launch and Multi-user Profiles:** As part of the initial launch of HBO Max, led a user-centered design process and partnered with research and product teams to create multi-user profiles and sophisticated parental controls. Led a team of designers who created purchase, sign in, and migration flows for HBO Max, achieving 8.6 million active users within 3 months of launch in 2020.

## Professional Experience (Partial List)

### **Warner Bros. Discovery/Warner Media (Formerly HBO) | Seattle, WA**

#### ***Director, Product Design***

**Mar 2021 – Present**

Lead a team of 15 product designers responsible for commerce, sign in, membership, and kids' features for across mobile, TV and web for a new streaming app. Recruit new team members and develop guidelines for high quality recruiting. Manage and mentor the team's career growth.

### **HBO | Seattle, WA**

#### ***Senior Design Manager***

**Feb 2016 – Mar 2021**

Recruited and managed a team of UX designers focused on billing and user identity for HBO's streaming apps while making strategic decisions to ensure the best user experience for the product.

#### ***Senior Staff Designer***

**Nov 2014 – Jan 2016**

Oversaw redesign projects for HBO GO desktop and hbo.com, including guiding junior designers and consultants through the design process, including ideation, user testing, iteration, and execution. Created design documentation such as user flows, wireframes, and visual designs.

### **POP | Seattle, WA**

#### ***Senior Interaction Designer***

**Feb 2011 – Aug 2014**

Managed and mentored junior team members and worked with clients such as Microsoft, Nike, and Cisco on web, mobile, and in-store digital projects, gathering user insights to create design artifacts such as user flows, wireframes, and prototypes.

## Education

**Bachelor of Arts in English** | Boston University