

Kristin Cappuccio

Senior Product Designer & Leader

Experience

AgencyAnalytics / Product Designer & Shaper

NOV 2025 - PRESENT

- Lead end-to-end design and product shaping for AI-powered reporting and analytics experiences that help agencies surface insights, benchmark performance, and act on data faster.
- Shape opportunities with Product, Engineering, and Data/AI, turning customer evidence and product signals into scoped concepts, prototypes, and product direction.
- Lead customer research and usability testing across AI and reporting workflows, translating evidence into recommendations for launch and iteration.
- Simplify complex workflows involving KPIs, revenue trends, benchmarking, and performance comparisons across clients, channels, and time periods.
- Design AI experiences with clear context and user control; use AI-assisted prototyping to accelerate validation.
- Help advance AI-native design practices and reusable design-system patterns that improve consistency and delivery efficiency.

Moneris / Senior Product Designer

MAR 2021 - JUL 2025

- Led the research-driven redesign of a 13-page merchant onboarding experience, increasing digital conversion from **0.16% to 2.9%**.
- Unified fragmented merchant experiences across payments, billing, invoicing, transactions, reporting, and account management into a scalable platform.
- Partnered with merchants and cross-functional teams through research, journey mapping, prototyping, usability testing, Agile delivery, and QA.
- Joined as the first product designer and helped establish the design practice and Moneris's first accessible design-system foundations.
- Presented product direction and design trade-offs to senior stakeholders while partnering hands-on with Engineering through implementation.

KC Design / Product Design Consultant

JAN 2017 - MAR 2021

- Led end-to-end client engagements across discovery, research, product design, testing, delivery, and stakeholder management.
- Designed and launched responsive websites, applications, and digital products across e-commerce, fintech, and health tech.
- Built scalable design systems and prototypes that reduced development iteration cycles by up to 30%.

Earlier Design & Research Experience

University of Toronto / UX/UI Designer | Apr 2020 - Sep 2020

Redesigned three academic platforms through research, requirements analysis, IA, prototyping, usability testing, and accessibility validation.

Lassonde School of Engineering / UX/UI Designer | Nov 2018 - Apr 2019

Redesigned internal digital experiences using competitive research, information architecture, journey mapping, prototyping, and usability testing.

York University / User Experience Researcher | Jun 2018 - Dec 2018

Combined qualitative and quantitative research into personas, journey maps, usability findings, and product recommendations.

kcappz.com

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Toronto, ON

Education

University of Toronto

Master of Information, User Experience Design

2019 - 2021

York University

Honours BA, Communication & Media Studies

2015 - 2019

Core Expertise

Leadership

Product shaping • Design direction
Stakeholder alignment • Team mentorship
Cross-functional leadership • Product strategy

Product & UX

Product discovery • 0 to 1 product design
UX research • Interaction design
Information architecture • Prototyping
Usability testing • Data visualization

Systems & Delivery

Systems thinking • Design systems
Accessibility • Design QA
Complex workflow simplification
Agile product delivery

Domains

Fintech • Payments • B2B SaaS
AI & analytics • Data-rich products
E-commerce

Tools

Figma • FigJam • Framer • Maze
Mixpanel • Hotjar • Google Analytics
ChatGPT • Claude • v0 • Cursor
HTML/CSS

Certifications

Agile Software Development

Coursera • 2023

Enterprise Design Thinking

IBM • 2019

Languages

English: Native

Italian: Professional working proficiency