

Thomas DiNatale

[Portfolio](#) [LinkedIn](#) hi@thomasdinatale.com

Product designer with over a decade of agency experience leading platform, website, and app design from discovery through launch. I work embedded with product teams: framing the problem through research, aligning stakeholders on strategy, then carrying it through design to shipped product. That work spans a consumer app used by more than a million people, first native apps for Blue Apron, Harry's, and 1stDibs, subscription commerce for national brands, and multi-audience platforms in education and giving.

Experience

Principal Product Designer

EVERYDAY INDUSTRIES • NOVEMBER 2018 — JULY 2026 • ATLANTA, GA

Embedded design lead on multi-year engagements with companies that have no in-house product design function. I define the strategy with leadership, then own delivery end to end: research, IA, interaction design, and design systems, leading the designers working alongside me.

- **Nara, a consumer health company based in NYC.** Designed the iOS & Android app from first concept through launch, including the qualitative research work that guided every design decision and the Apple Watch app. 1 million+ users and 4.9 stars across more than 23,000 App Store reviews.
- **Primer, San Francisco education technology startup.** Led UX and product design for nearly three years across a platform serving teachers, students, and parents. Consolidated five learning apps and six external tools into one teacher platform, including a custom virtual classroom that eliminated per-seat Zoom costs, and designed an iOS & Android app for parents. The network scaled from 6 to 18 campuses on it.
- **Grapevine, NYC community giving platform.** Led product design for five years. Growth was capped by manual process. I designed the self-serve member and leader experience: leader onboarding, group setup, donation cycle tools, and the member experience for donating and voting on nonprofits. Scaled to 90,000+ members and \$51 million in donations.
- **ButcherBox, Boston based subscription commerce.** Redesigned the subscription experience over four years, signup through ongoing account management. Usability testing and funnel analysis drove a mobile first path to purchase that increased mobile conversion. A member only shopping experience raised average order value per box.

VP, UX & Product Design

LAUNCH • JUNE 2016 — NOVEMBER 2018 • BOSTON, MA

Led UX and product design across LAUNCH's portfolio of VC-backed e-commerce brands including Follain and Rockets of Awesome, managing the designers at two of them, then embedded as design lead for M.Gemi, its footwear brand.

- Designed an instant size-exchange flow for M.Gemi that shipped the replacement pair the moment a return was initiated, converting refunds into exchanges. Fewer returns, retained revenue, and a better fit without a second charge.

Design Director & Cofounder

EVERYDAY INDUSTRIES • JANUARY 2013 — JUNE 2016 • ATLANTA, GA

Cofounded Everyday Industries and led UX & product design for early-stage, founder-led teams, designing the first native apps for consumer brands and an early B2B SaaS platform.

- Designed the first native apps for Blue Apron, 1stDibs, and Harry's from the ground up, including Blue Apron's iPhone app, recognized as one of Apple's Top 25 iPhone Apps of 2015.
- Partnered with Pendo at its ~6-person stage, designing UX across the early analytics product, from dashboards and funnels to in-app guides.

User Experience Designer

MOMENT • AUGUST 2011 — JANUARY 2013 • NEW YORK, NY

Designed UX for consumer and media products at a New York UX and product design consultancy, defining information architecture and interaction systems from research through delivery.

- Designed UX for ESPN mobile web and the NFL's 2012 app, and the Thursday Night Football Xtra second-screen companion app, built around real-time game data, predict-the-play contests, and sideline reports, later integrated into NFL Mobile.

Architectural Designer

ROBERT A.M. STERN ARCHITECTS • JUNE 2008 — AUGUST 2011 • NEW YORK, NY

Worked in schematic design and design development on large-scale residential and mixed-use projects across the U.S. and Asia, from concept through construction documentation.

- Contributed to the design of Heart of the Lake, a 2,000,000-square-foot residential development in Xiamen, China, including high-rise towers and a gateway clubhouse; a private estate in Singapore; and residential buildings in Almaty, Kazakhstan. Prepared competition entries including the winning Kohler Environmental Center.

Education

Yale University

MASTER OF ARCHITECTURE

Georgia Institute of Technology

BACHELOR OF SCIENCE, ELECTRICAL ENGINEERING