

PETER CINELLI

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PROFESSIONAL SUMMARY

Multidisciplinary Creative Director and experience design leader with 15+ years of experience across creative direction, brand strategy, UI/UX, digital product design, e-commerce, visual merchandising, and customer experience. Proven ability to translate complex business and technical requirements into cohesive brand and product experiences across fintech, entertainment, and retail. Adept at setting creative vision, building scalable design systems, and partnering cross-functionally to carry work from concept through launch while remaining hands-on in the craft.

AREAS OF EXPERTISE

✓ Creative Direction	✓ UI/UX Design	✓ Campaign Development	✓ Team Leadership
✓ Brand Strategy	✓ Product Design	✓ Content Direction	✓ Accessibility/AODA
✓ Art Direction	✓ Design Systems	✓ Visual Merchandising	✓ Prototyping
✓ Visual Identity	✓ E-commerce UX	✓ Conversion UX	✓ User Research

PROFESSIONAL EXPERIENCE

Dream Payments, Fintech and digital payment experiences | Toronto, ON

Creative Director | Apr 2019 - Present

UI/UX Designer | Jul 2017 - Apr 2019

Led creative and experience direction across Dream Payments’ digital product ecosystem, including mobile, web, merchant facing and partner-branded payment experiences.

- Established visual direction across brand, UI/UX, and customer experience, translating complex payment, security, and operational requirements into intuitive interactions
- Directed the end-to-end design process from discovery, concept development, and prototyping through visual systems, creative review, and implementation
- Developed scalable design standards, reusable components, and accessibility-led practices to improve consistency across products and partner experiences
- Partnered with product, engineering, and business leaders, facilitating design critique and balancing strategic leadership with hands-on execution
- Developed and maintained scalable design systems, visual standards and reusable interface patterns across digital products.
- Integrated accessibility and AODA considerations into product and interface design.
- Provided creative review, design critique and executional oversight throughout the product development process.
- Conducted usability testing and applied findings to improve navigation, functionality and the overall customer journey.
- Developed consistent interface patterns, visual standards and reusable components across digital products.
- Balanced usability, accessibility, security and business requirements within a complex financial technology environment.
- Contributed to product discovery, feature development, design refinement and implementation within an agile, fast paced organization.
- Built a strong foundation in fintech product strategy and experience design that supported my progression into broader creative and design leadership.

Cinelli Designs, Independent creative and digital practice | Toronto, ON

Founder & Creative Director | Jan 2013 - Apr 2022

Lead an independent creative and digital design practice specializing in creative direction, brand experience, UI/UX and digital product design.

- Establish the creative vision and strategic direction for branding, digital products, websites and e-commerce experiences.
- Translate client objectives into cohesive visual identities, design systems and customer-centred digital experiences.
- Lead projects from discovery and concept development through design, refinement and final delivery.
- Direct the development of user journeys, information architecture, wireframes, prototypes and responsive interface systems.
- Manage client relationships, project scope, creative presentations, feedback and collaboration with development partners.
- Combine creative leadership with hands on design execution across branding, graphic design, UI/UX and digital content.
- Ensure that every project balances visual distinction, usability, accessibility and commercial objectives.

J.Crew, Global apparel and lifestyle retailer | Toronto, ON

Store Director & Visual Director | Mar 2014 - Dec 2016

Visual Merchandising Manager | Apr 2012 - Mar 2014

Led store operations, commercial performance and visual direction, combining people leadership with responsibility for translating J.Crew’s seasonal creative vision into an engaging physical retail experience.

- Managed daily store operations, sales performance, customer experience, staffing, inventory and compliance with company standards.
- Recruited, trained, coached and developed a high performing team focused on customer service, product knowledge and commercial results.
- Led visual direction across the store, including floor sets, window displays, mannequin styling, product placement and seasonal merchandising.
- Translated corporate creative direction and campaign standards into compelling in store experiences tailored to the local customer and market.
- Directed seasonal transitions, product launches and promotional installations while maintaining consistency with J.Crew’s visual identity.
- Used sales performance, inventory levels and customer behaviour to refine merchandising strategies and improve product visibility.
- Trained and guided the team on visual standards, styling, presentation and the storytelling behind seasonal collections.
- Partnered with district leadership and corporate visual teams to execute brand initiatives and maintain a consistent customer experience.
- Balanced creative presentation with operational and commercial objectives, ensuring that visual decisions supported both the brand and store performance.
- Developed a strong foundation in visual storytelling, art direction, brand consistency and customer-centred experience design that continues to inform my creative and digital work.

TOOLS & METHODS

Design & Prototyping: Figma, FigJam, FlowMapp, Balsamiq, wireframing, interactive prototyping, responsive interface design and developer handoff

Creative Production: Adobe Creative Cloud, visual design, image editing, brand development and campaign asset creation

Strategy & Experience Design: Creative direction, brand strategy, visual identity, design systems, information architecture, customer journey mapping, user research, usability testing and accessibility/AODA

Leadership & Delivery: Cross-functional leadership, creative reviews, stakeholder presentations, agile collaboration, design documentation and end-to-end creative execution

Emerging Workflows: AI-assisted ideation, rapid concept development, visual exploration, content development and creative workflow optimization

EDUCATION

Bitmaker | UX & Product Design | Toronto, ON

OCAD University | Bachelor of Design | Toronto, ON

Sheridan College | Visual Merchandising | Oakville, ON