

Dennis Ventrello

Product Design Director

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I build AI enabled experiences that drive conversion, and teach others to do the same. At Marriott's Homes & Villas I led a funnel redesign that increased bookings by 80%, launched an industry first AI search experience, and contributed to the platform's 10x revenue growth.

Experience

Product Design Director | Publicis Sapient

2020 - Current

Homes & Villas by Marriott Bonvoy

- **Directed design, product, engineering and data teams**, leading managers through initiatives that contributed to **10x revenue growth**
- Led the end-to-end booking funnel redesign, **increasing conversion by 33%** and **boosting overall bookings by 80%**
- **Pioneered an industry first blended AI search experience** using NLP, generative content, and predictive filtering, resulting in a **10% step conversion lift** and a **4% increase in saved homes**
- **Prioritized personalization** through machine learning and AI analysis of funnels, interactions, and session replays to identify the highest potential impact to business outcomes
- Developed a fully tokenized Figma design system, aligning it with a Storybook component library to enable AI assisted workflows in Cursor and **reduce development time by 35%**

Organizational Impact & Leadership

- **Advanced organizational maturity** through early career programs, mentorship, manager development, and co-authoring the agentic AI & LLM capability assessment for the North America Experience discipline
- **Expanded design education** by leading workshops, writing internal articles, developing training decks, and producing videos demonstrating the practical application of **AI in client delivery**

Creative Director | Jesel Inc.

2014 - 2020

- **Led digital transformation and creative strategy**, evolving the brand from a legacy manufacturer into a modern digital first organization
- **Established scalable content operations and production workflows**, ensuring brand consistency across all digital and physical touchpoints
- Overhauled site information architecture and content strategy to strengthen search discovery, driving a **230% increase in organic traffic** and achieving **#1 Google rankings**
- Designed and implemented a customer retention funnel that grew to **41,000+ subscribers**, averaging a **28% open rate** and **12% click through rate**

Select Freelance Experience

Chewy | Brand Designer 2014

- Developed brand identity and packaging concepts for Chewy's exploration into private label lines All American Pet and Simply Pet

Amazon | Senior Graphic Designer 2012 - 2014

- Designed digital campaign creative for Diapers.com and Wag.com, producing high volume assets for direct marketing and on-site advertising
- Contributed to early homepage concepts and brand direction for Afterschool.com, exploring layout, messaging and visual direction

Target (via Publicis Sapient) | UX Designer 2012

- Designed UX flows and visual assets for an experimental augmented reality mobile app, facilitating in-store product discovery through emerging technology

Monmouth University | Design & Brand Lead 2010 - 2012

- Created the Monmouth Athletic Department identity system, consolidating dozens of team and department marks into a unified visual program applied across apparel, facilities, and digital channels

Skills & Core Capabilities

Leadership

Cross Functional Leadership
Team Building & Mentorship
Stakeholder Management
Design Operations
Long Term Product Vision

Product Design

Product Strategy
UX & UI Design
Design Systems & Tokens
AI Enabled Experiences
Conversion Optimization

Tools

Figma & Storybook
Adobe Creative Cloud
Jira & Confluence
Cursor & Windsurf
Fullstory & GA4

Education

BFA, Graphic Design (Visual Communication) - Stockton University, New Jersey