

2026

# Craig Cisero

Portfolio



HELLO!

# Strategic design leader building the next generation of AI native products

- Executive Director @ frog design / NYU Adjunct Professor
- 15 years of experience leading multi-disciplinary teams
- Proven record in product innovation for F500 companies.
- 20+ products & 4 new BUs launched, \$100m+ value creation
- Strategic builder- deep love for defining and building vision
- Focused on AI product design since 2023
- Dual player-coach role & skillset
- Seeking full-stack AI product builder/leadership roles



# I Ship Product

- 0-1 product strategy & build
- Boardroom to stand-up lead
- 20+ Products launched
- 4 new BUs launched
- 100m+ in new value created
- Love for building & iterating



# I Grow Teams

- Head of Strategy at frog (25 FTE)
- Manager of managers
- Lead Product Maturity engagements with clients
- Trusted C-level advisor
- Adjunct Professor @ NYU



# I Design CX

- CX vision work to deepen customer relationships
- Drive CX innovation through highly matrixed organizations
- End to end toolkit from research> insights> vision > code
- PM-Design-Dev leadership



# Key Capabilities



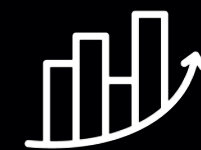
## Full-stack AI Product Building

I blend 15 years of product strategy and design experience with advanced AI pipelines to swiftly transform ambiguous human challenges into high-quality product experiences.



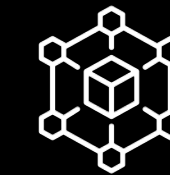
## Strategic Design Leadership

I consistently lead cross-functional teams of designers, strategists and technologists in defining and executing against strategy in collaboration with executive stakeholders.



## High stakes Growth Strategy

I make choices about where to play and how to win in order to unlock new waves of revenue, supported by insight generation, opportunity evaluation and strategy definition



## Cognitive Systems Design

I architect the cognitive systems that lead to effective agentic experiences. I can think through and design systems of data, semantics, and orchestration in partnership with solution architects.

## SELECT PROJECTS

# Client Projects

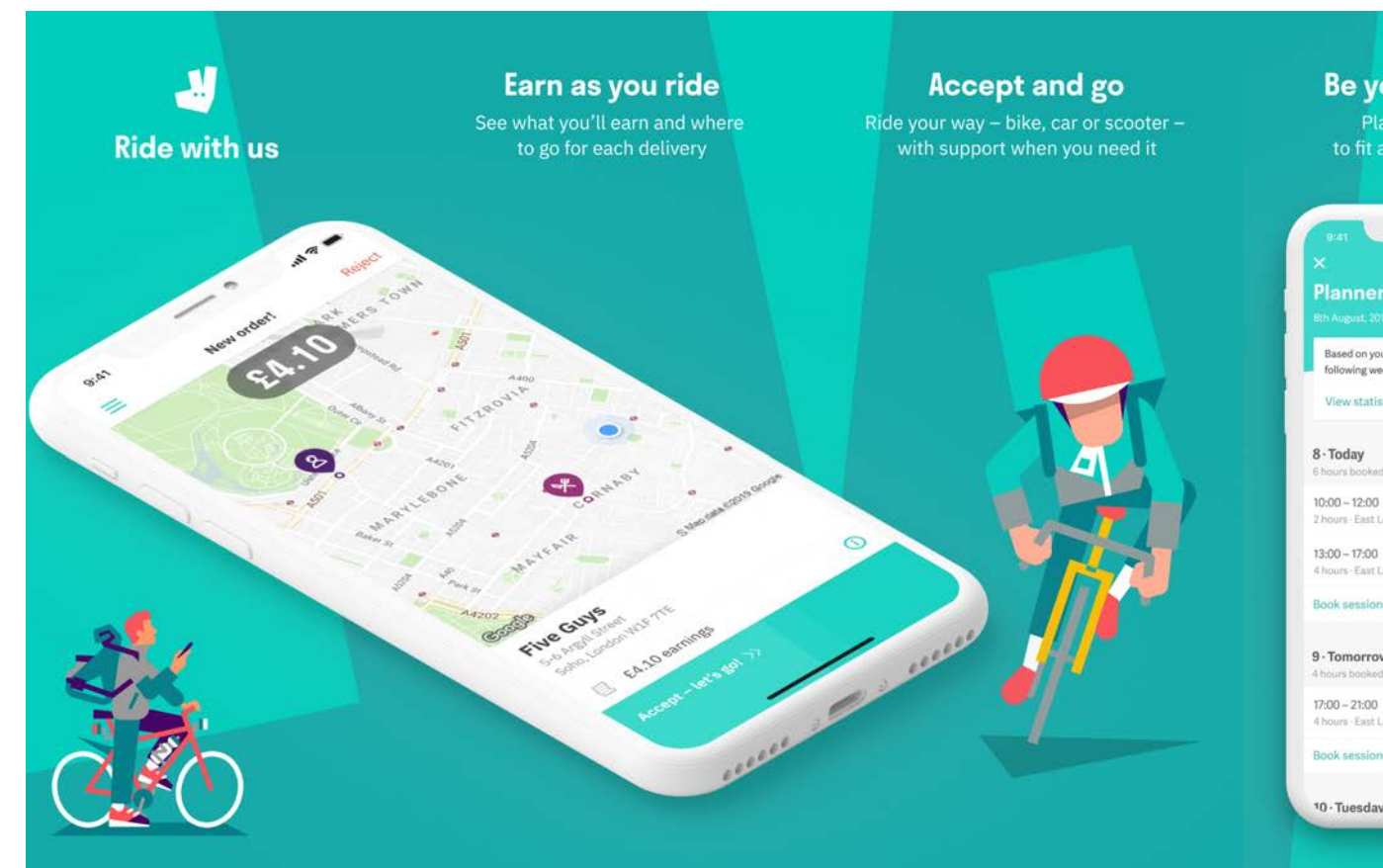
Key highlights from strategic design leadership projects in both AI and non-AI contexts



## Hoag

Digital Health Growth Strategy

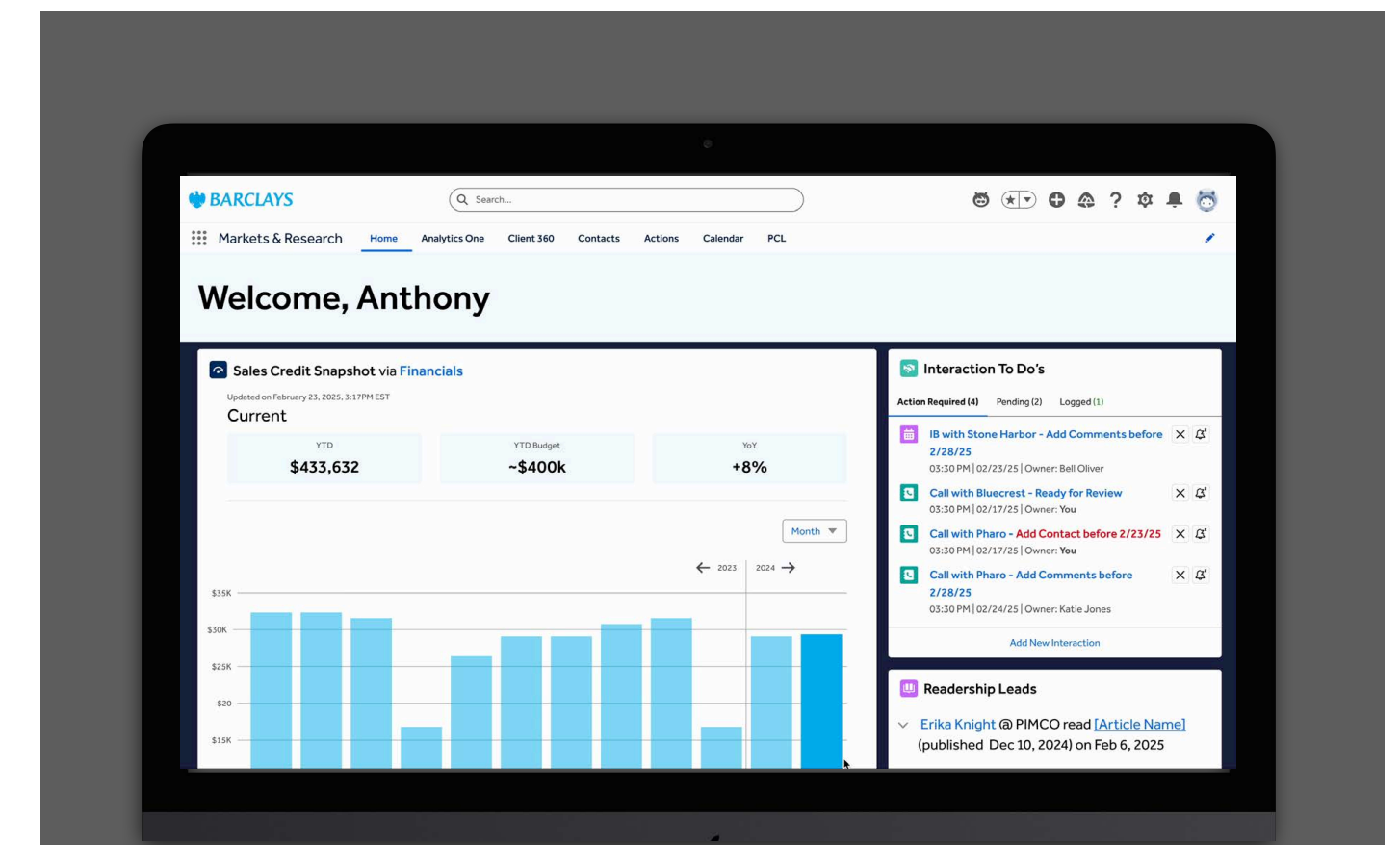
How does a clinically renowned health system strengthen relationships with customers in the age of digital health and future-proof against Mag7 entrants?



## Deliveroo

Rider Kit Product Strategy

How do we redesign the rider kit to attract new riders, increase customer memorability and subsequently win market share in a hyper competitive environment?



## Barclays

AI-Native CRM Experience

How do you catalyze high-quality trader engagement with CRM using an AI-native workflows?

# Hoag

## DIGITAL EXPERIENCE STRATEGY 2020-CURRENT

### The Challenge

A health system renowned for clinical excellence sought growth opportunities in rapidly evolving digital health landscape.

### Key Question

How will customer health behaviors evolve in a future of big tech in healthcare and what gaps do we need to get ahead of today?

### Key Insight

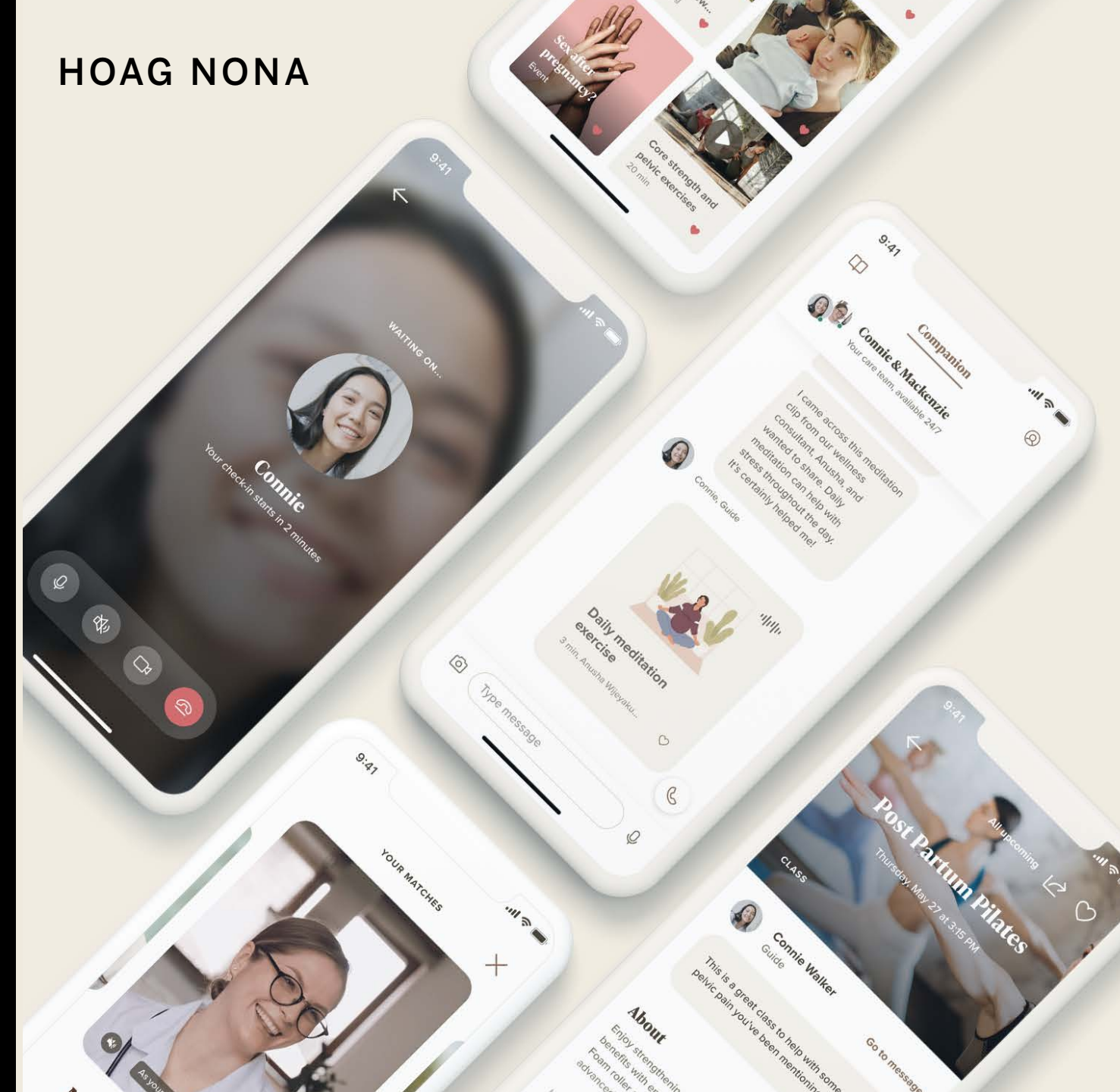
Major healthcare events are a transformation for individuals that extend far beyond the healthcare transaction, but Hoag relationships end at the door.

### Key Recommendations

Launch roadmap of digital services that extend relationships beyond the hospital with focus on high-value specialist care.

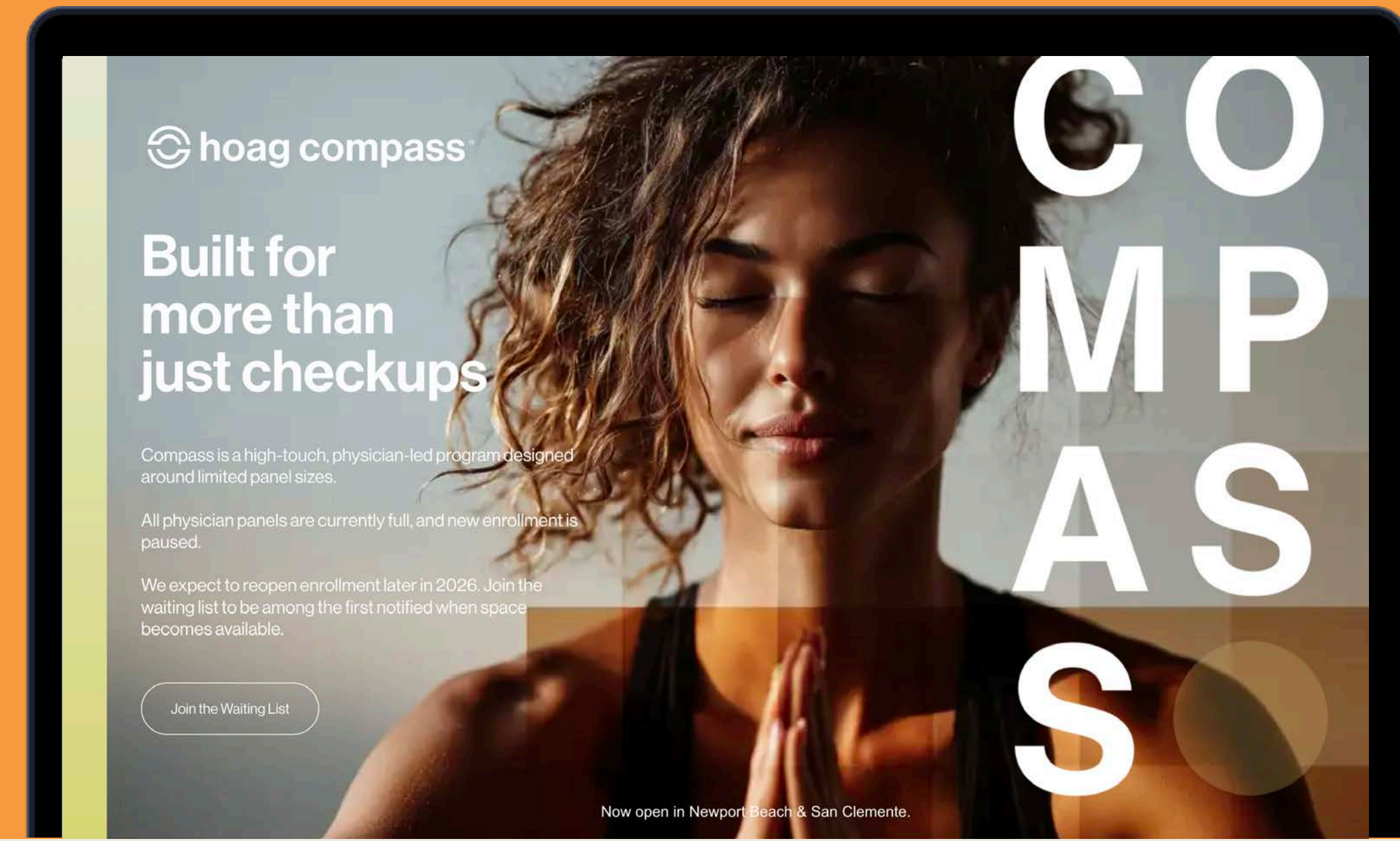
### The Outcome

- Unlocked board funding for the vision
- 3 new businesses live in market
- \$10m+ in new annual revenue
- Significant CLV gains

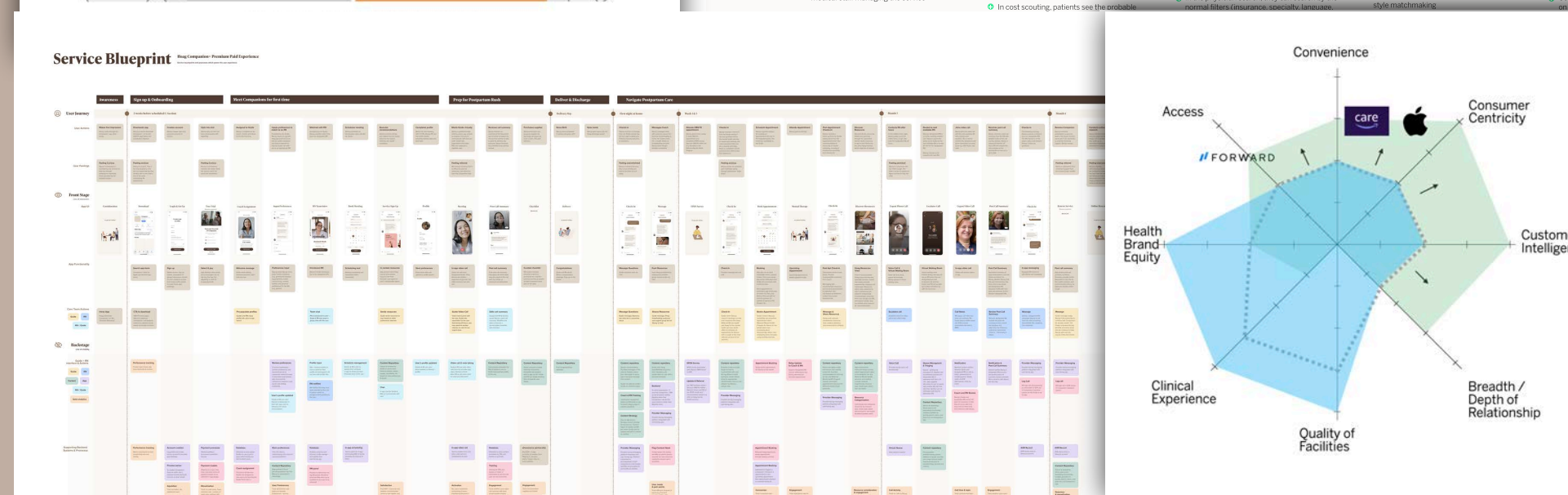


HOAG NONA

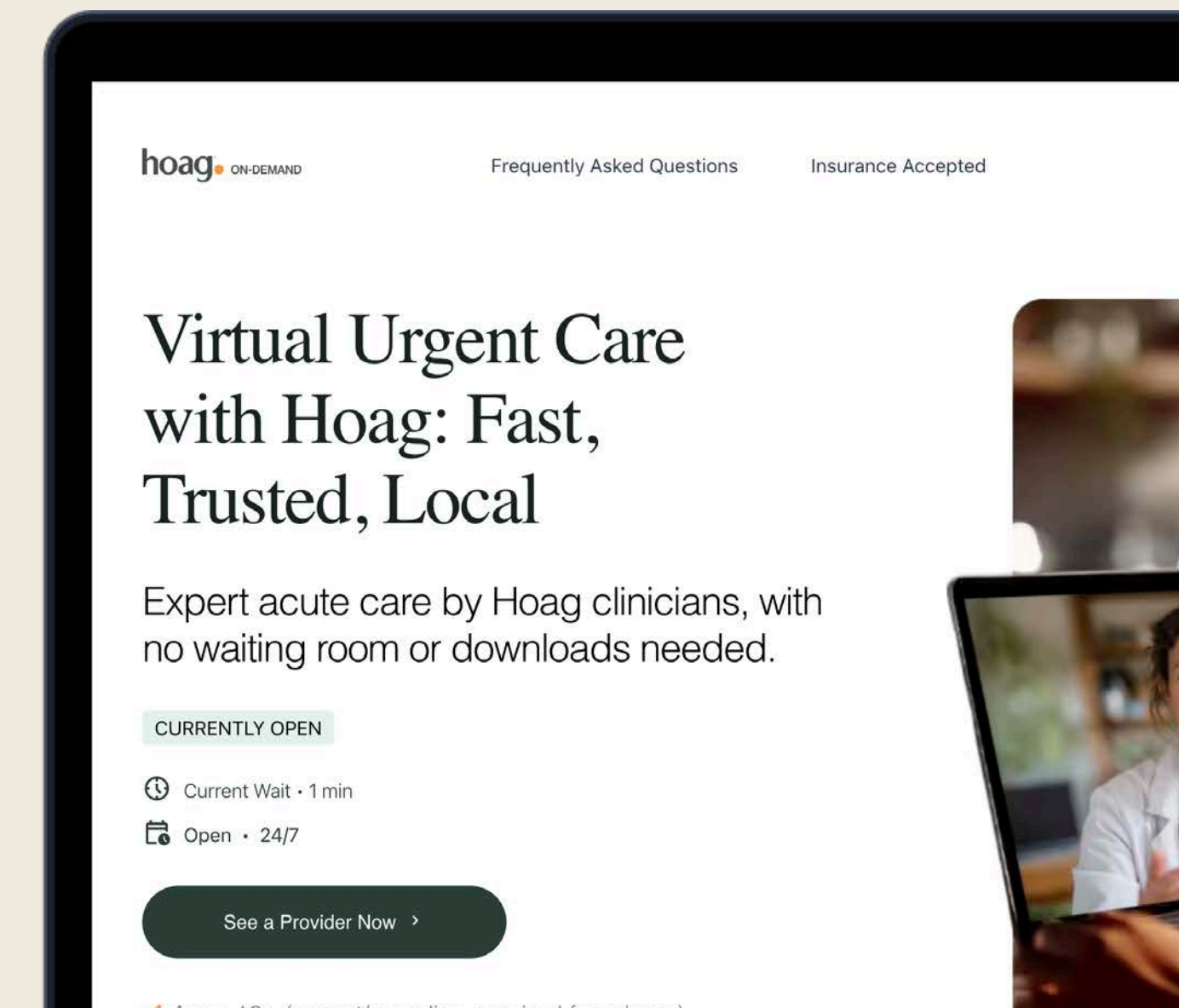
HOAG COMPASS



## STRATEGY DEFINITION & VISION SETTING



## HOAG ON-DEMAND



# Deliveroo

## RIDER PRODUCT STRATEGY

2019- CURRENT

### The Challenge

Increase rider retention and market share in a moment of explosive growth and competition among food delivery platforms.

### Key Questions

What are the key drivers and hidden motivations for rider churn? How can you attract and retain new riders through a differentiated rider experience?

### Key Insight

Riders feel motivated when treated like high-performance professionals, but they feel more like walking billboards today.

### Key Recommendations

Elevate bag/kit functional performance with more contemporary professional aesthetic

### The Outcome

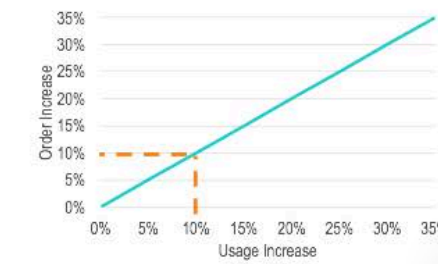
- Global rollout across 180k riders
- Supported 2x+ revenue growth from \$771m > \$1.8b 2019-2021
- 83% Global rider satisfaction rate



BUSINESS IMPACT

**TESTING USAGE UPLIFTS WITH RIDERS, AND MEMORABILITY UPLIFT WITH CONSUMERS, SHOWED A POTENTIAL ORDER UPLIFT OF 29% FROM KIT:**

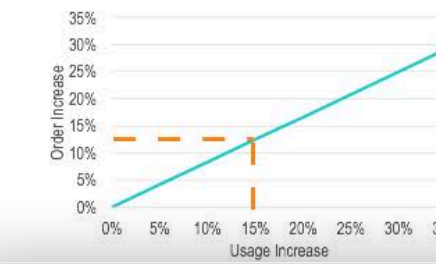
Increase Rider Adoption



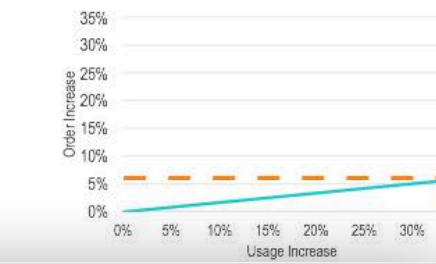
**10%** ▲

Based on the results of our Rider survey, a 10% uplift in kit adoption, would translate into 10% order uplifts

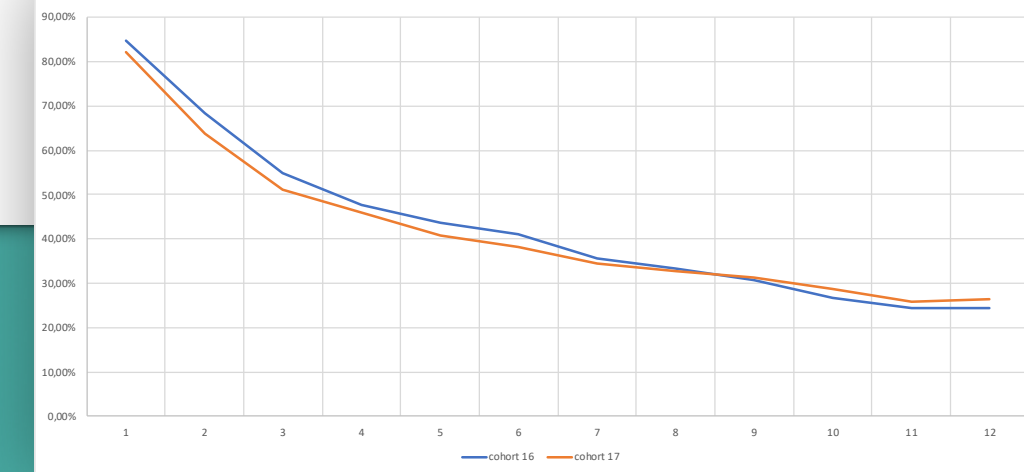
Increase Memorability with Non-Consumers



Increase Memorability with DROO Consumers



12 month Churn Retention



SURVEY RESULTS

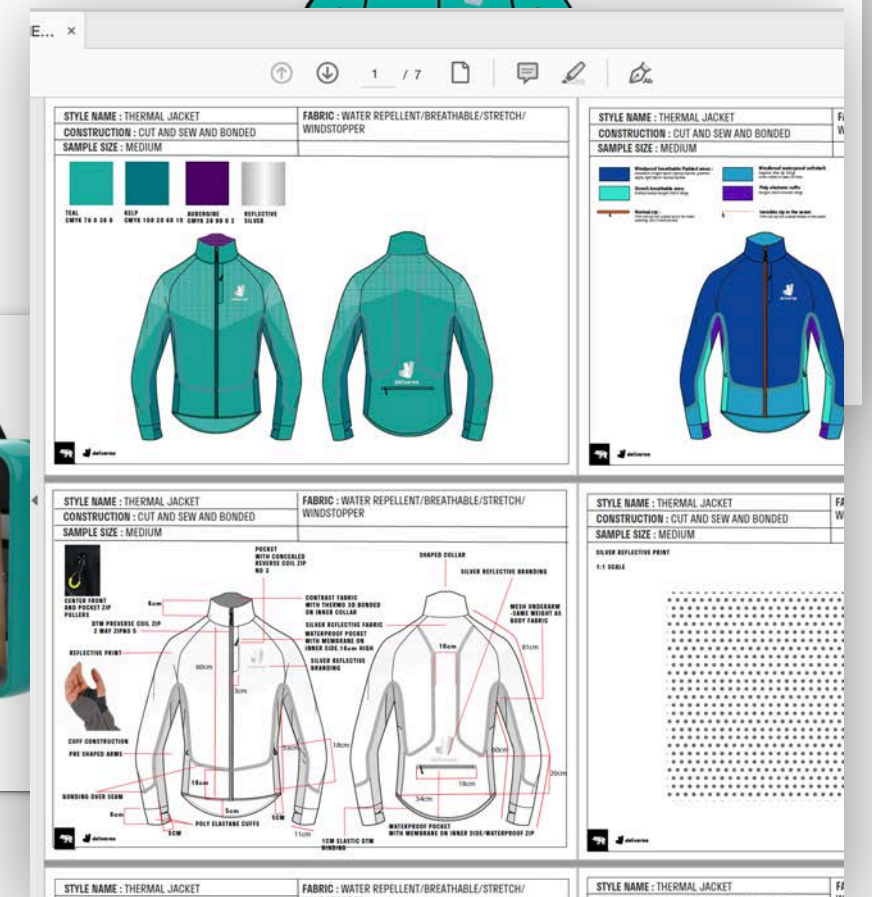
**The aesthetics of the new kit design alone can drive significant growth in total jacket adoption\***



**58% → 67%**

Rider Adoption Increase

No spills



# Barclays

## AI NATIVE CRM EXPERIENCE

2025- CURRENT

### The Challenge

Increase client relationship quality and sales momentum through AI-native redesign of trading team's CRM platform

### Key Questions

How do you catalyze high-quality trader engagement with CRM using an AI-native workflows?

### Key Insight

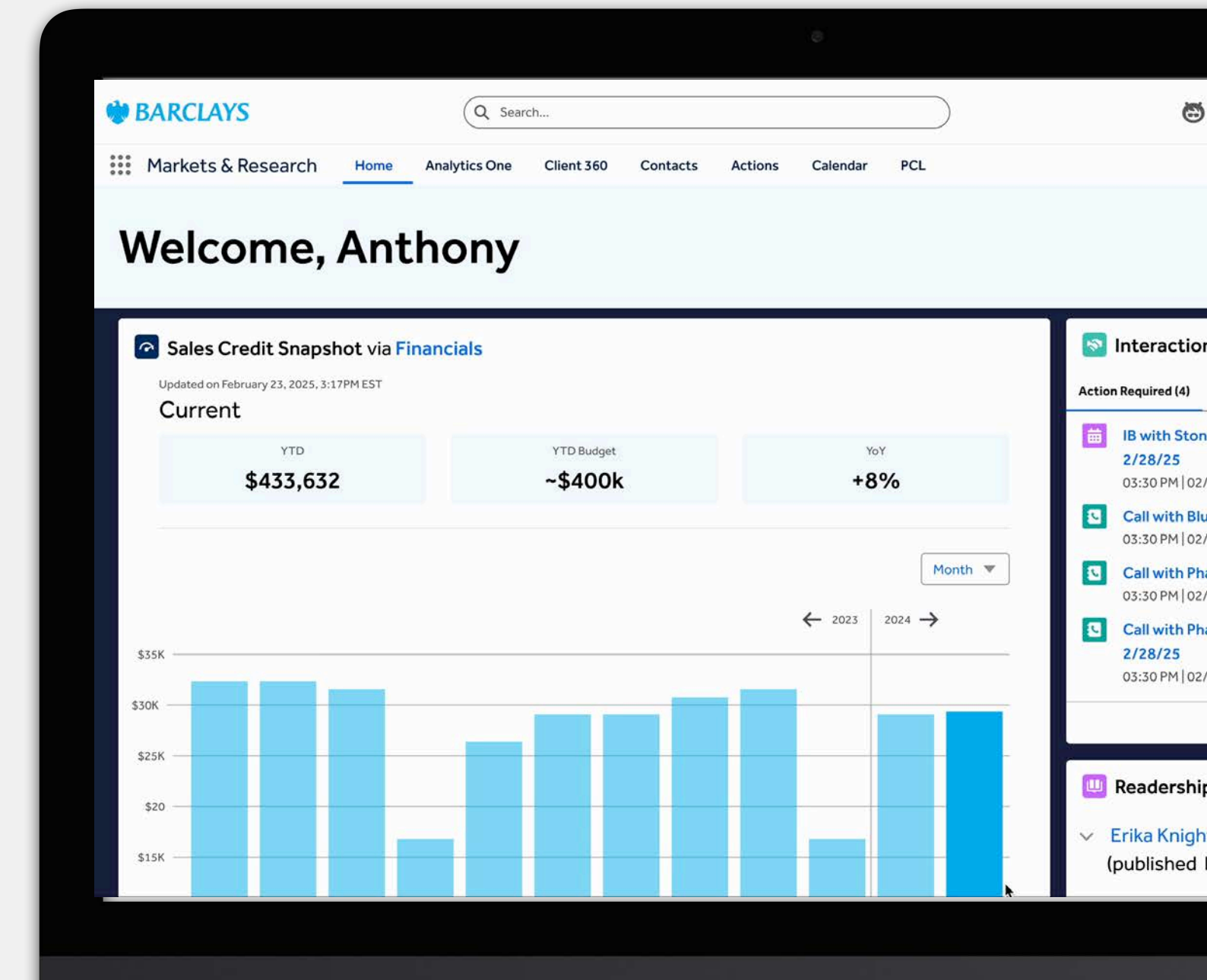
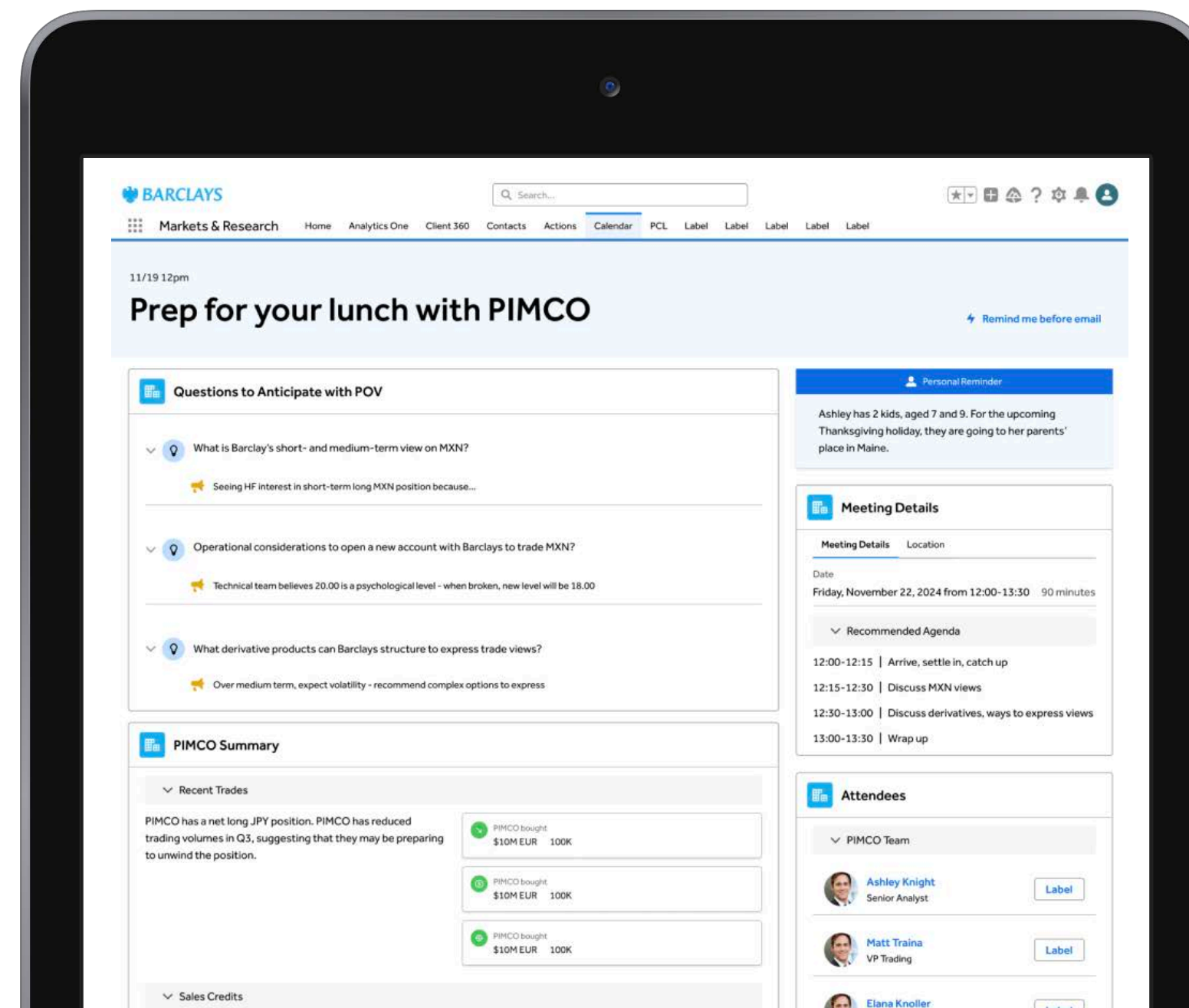
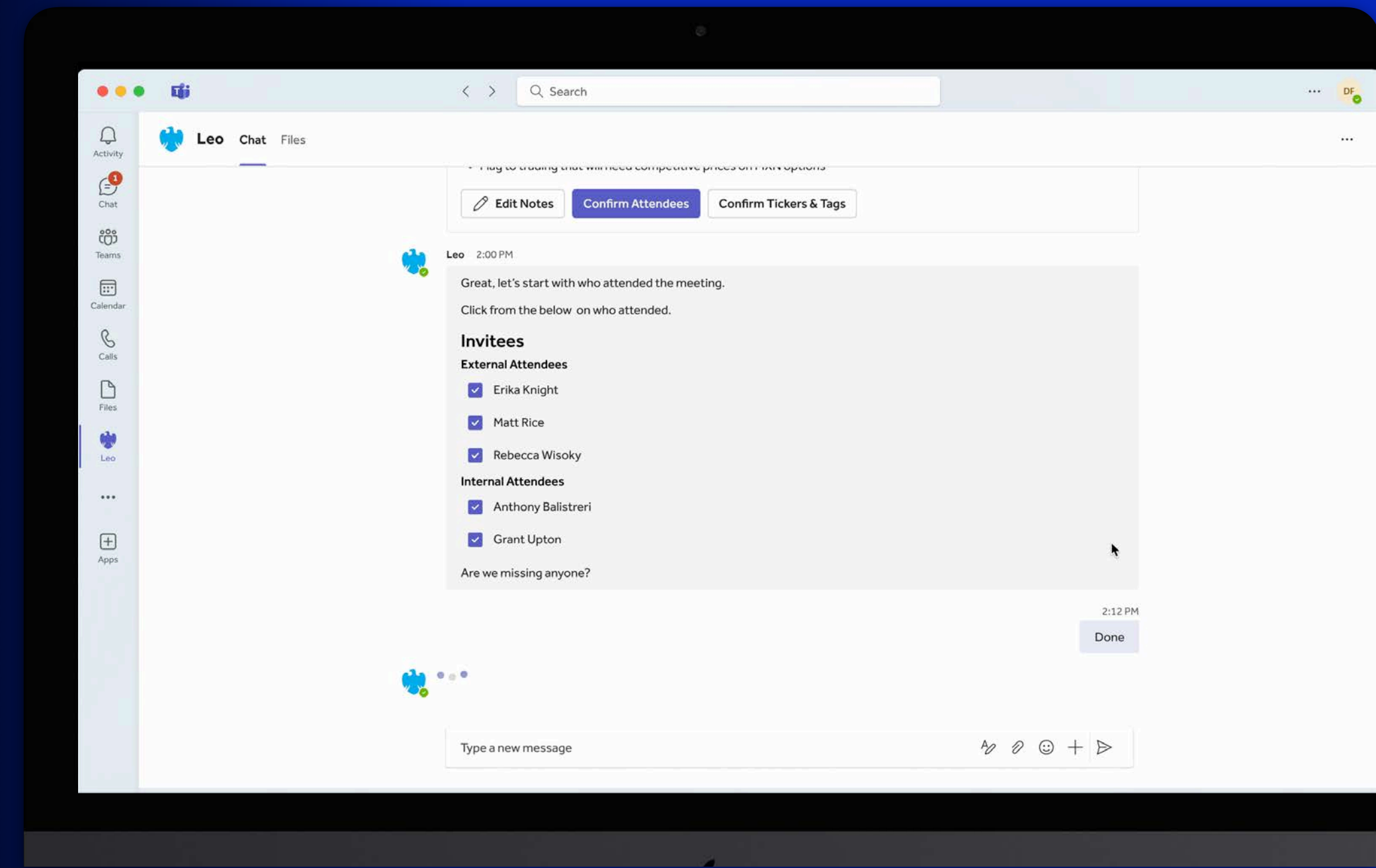
The AI accelerators won't drive adoption until they appear in-context in current workflows (rather than in Salesforce).

### Key Recommendations

Design the intelligence systems front-end into Teams and other native touchpoints.

### The Outcome

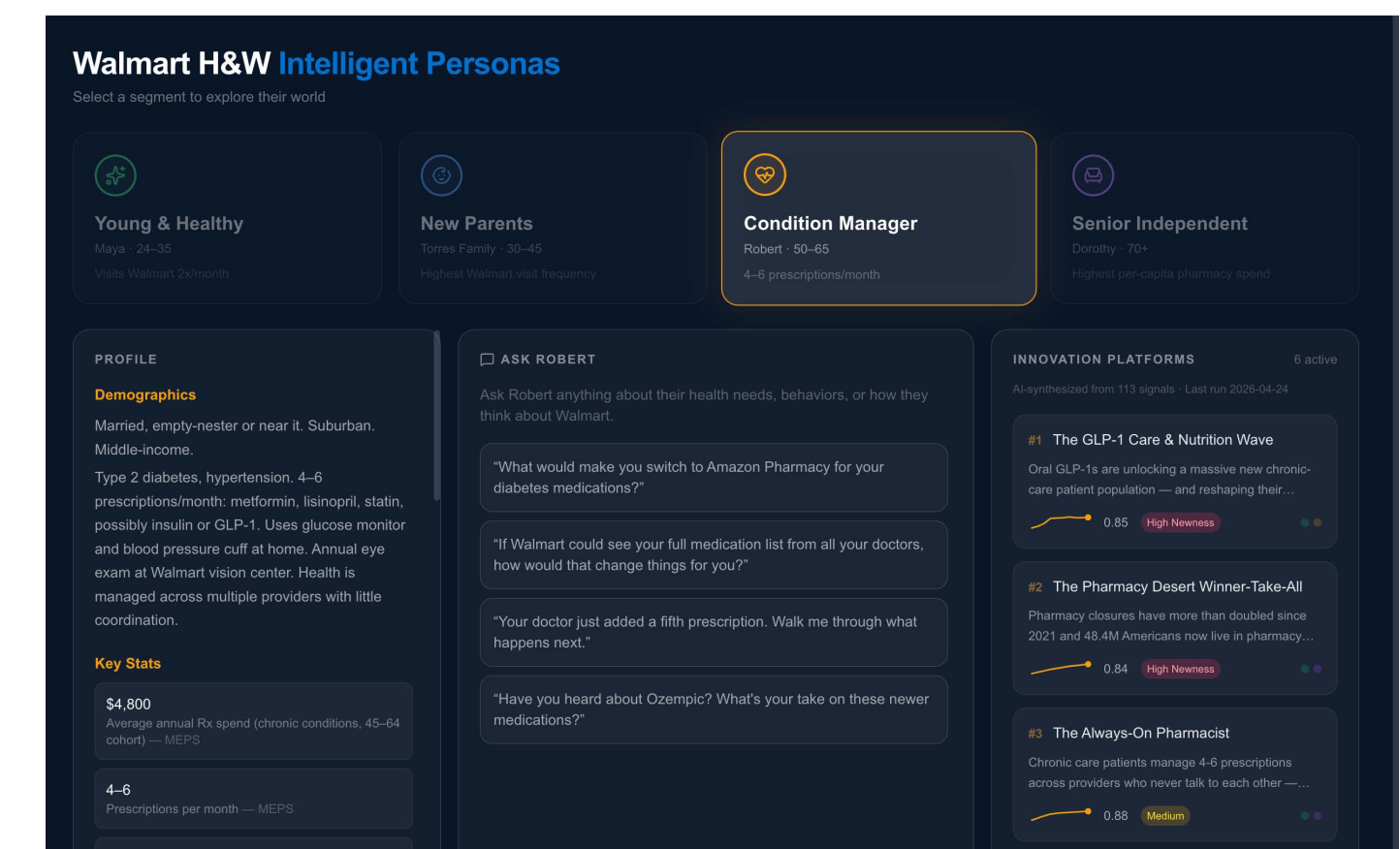
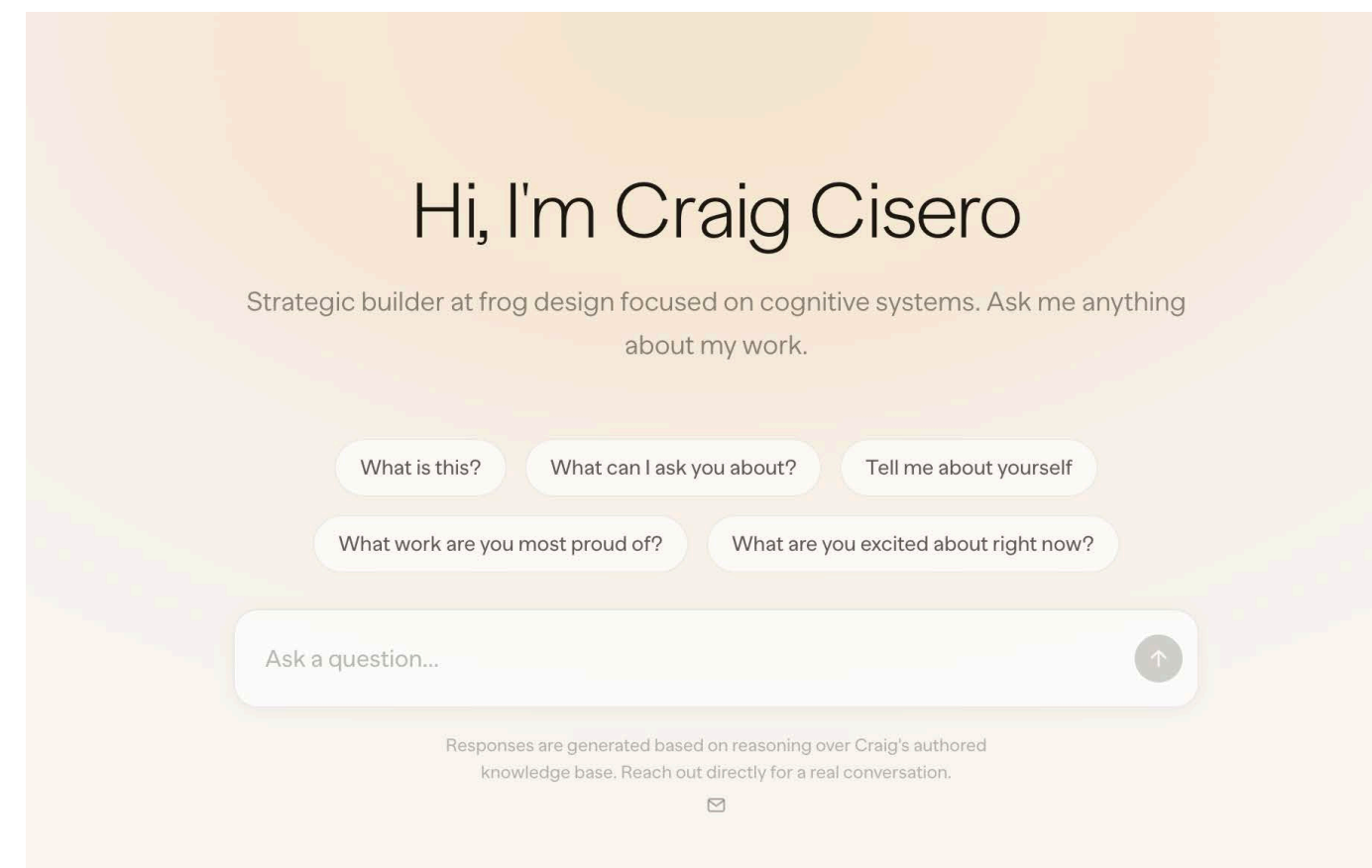
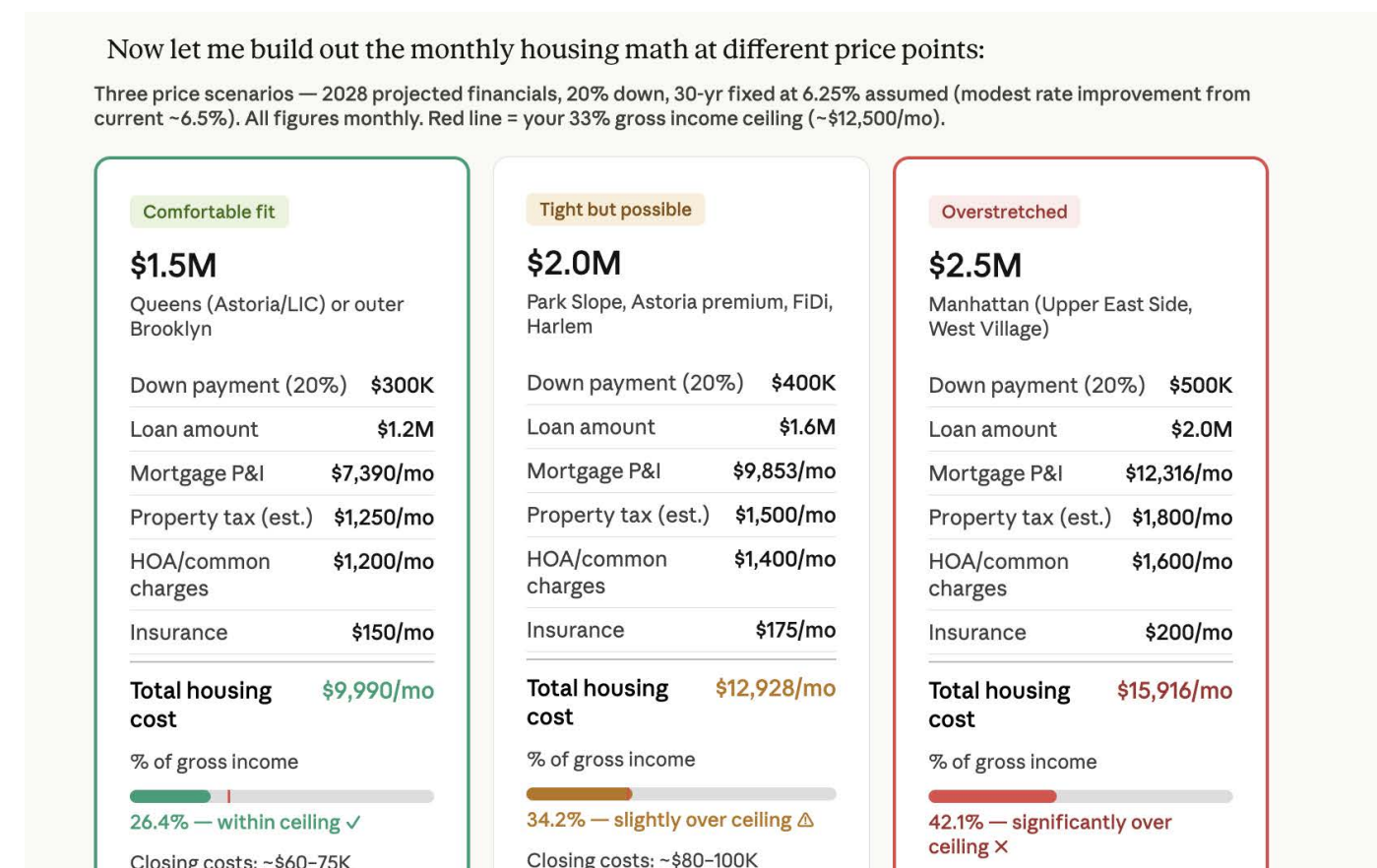
- AI-native product released in 2026
- 55% increase in adoption during pilot
- >20% in workflow efficiency projected (time-savings in key workflows).



## SELECT PROJECTS

# Personal Projects

Projects that demonstrate my full-stack AI product builder capabilities



## Keystone

Personal AI Context Product

Major AI platforms don't provide users tools to manage structured and reliable AI context for precision use cases. Keystone gives users power to own their context layer and get better results from their LLM interactions.

## AI Resume

The cognitive resume

Resumes are rigid and highly polished tools that are excellent at communicating key outcomes and experience, but very poor at communicating perspective, ways of thinking and emerging skill sets.

## Hybrid Personas

Bringing synthetic personas to life

Strategic design knowledge assets like personas and customer journeys struggle to keep with speed of product innovation in 2026. I wanted to see if I could build personas that "live" in the real world.

# Keystone

## PERSONAL AI CONTEXT PRODUCT

2026-CURRENT

### The Challenge

Major AI platforms don't provide tools to manage structured AI context that is reliable enough for precision use cases.

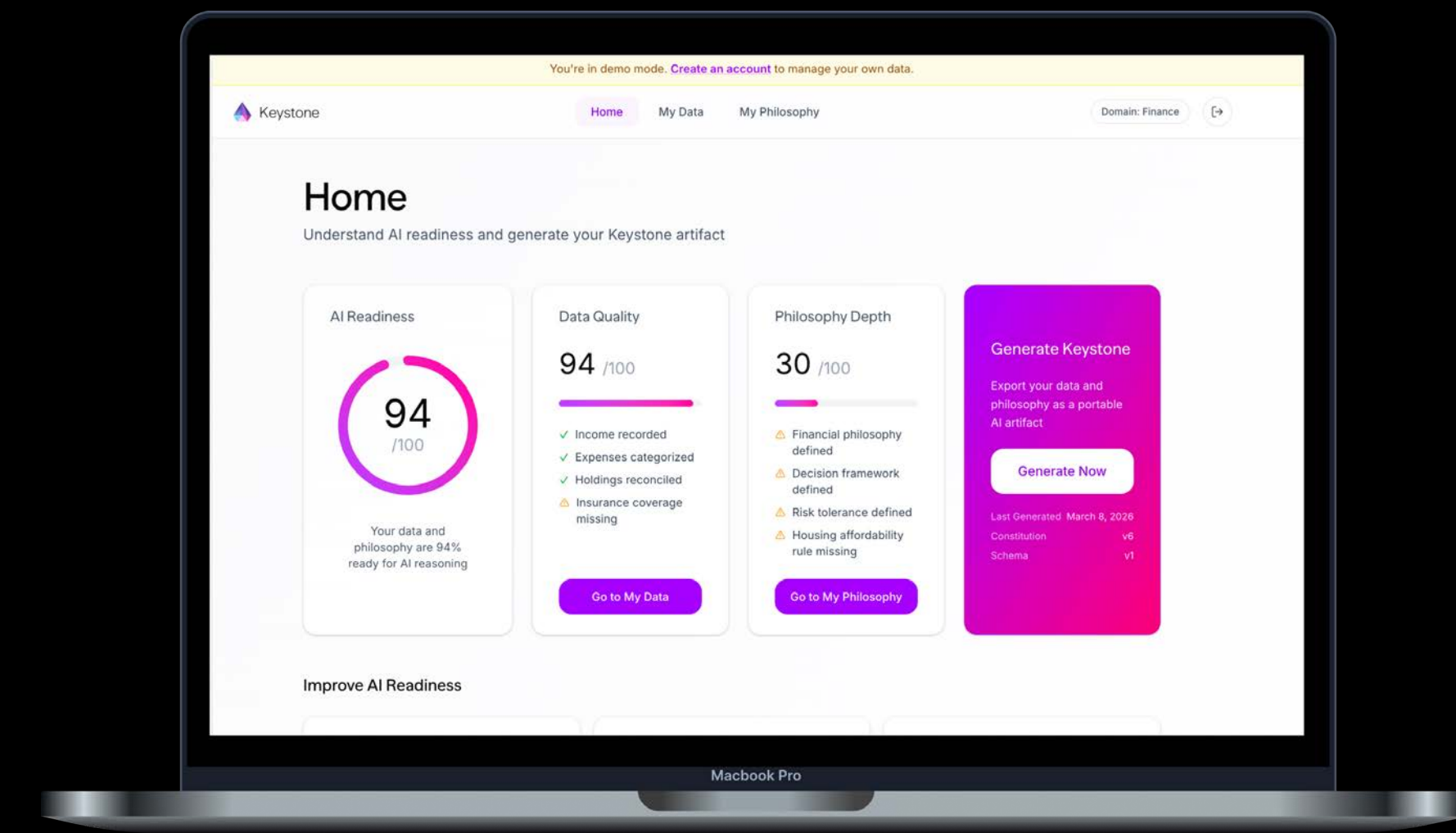
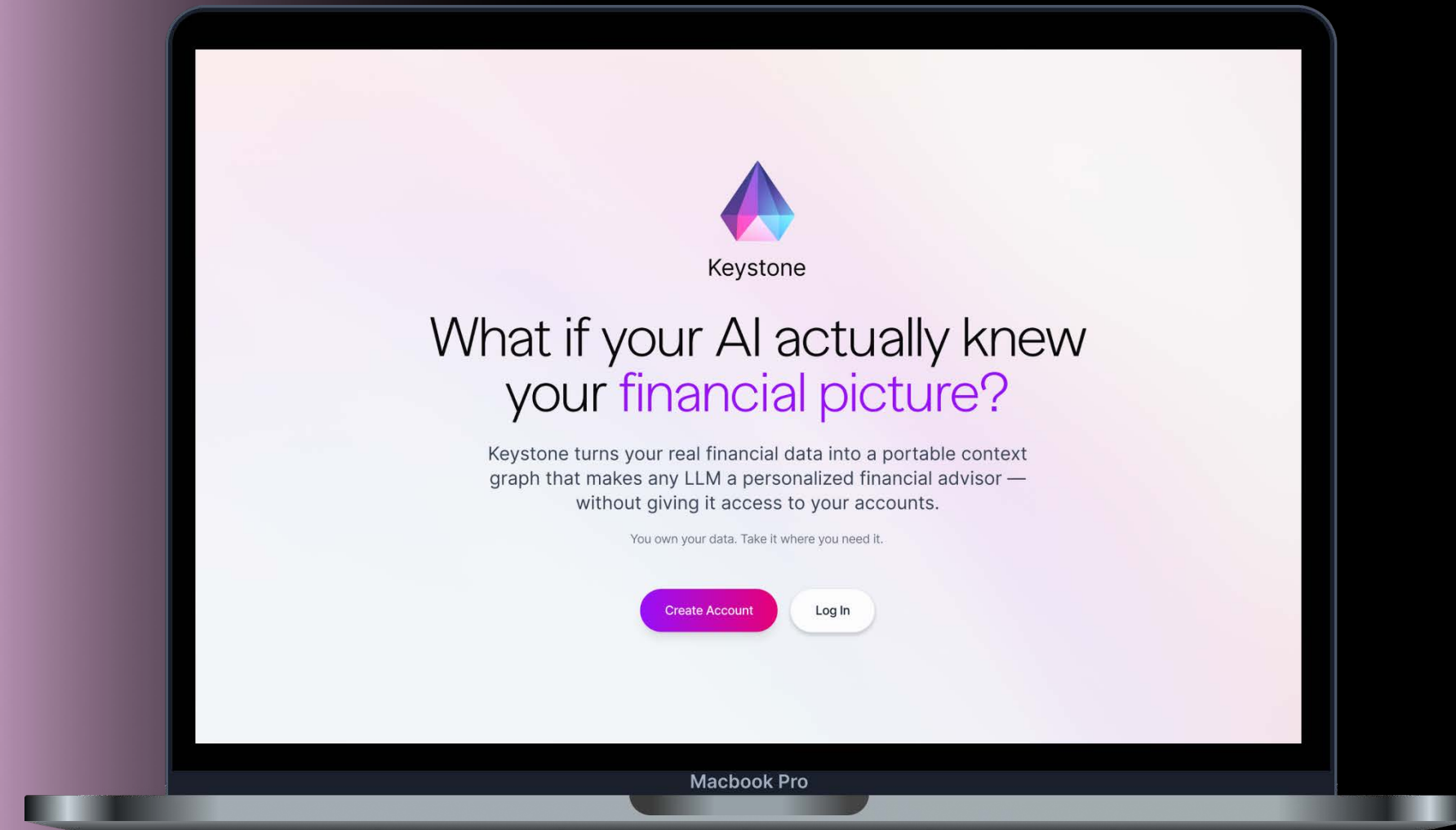
In the future, **personal AI context management** (my data, my semantics, my philosophy) will be a challenge as people need to get more reliable outcomes from a multitude of different agentic products.

### The Concept

Users manage their personal financial snapshot and philosophy on Keystone. With one click, Keystone structures it into an LLM-optimized system of JSON and MD files that users upload to any LLM for more personal, detailed and reliable interactions.

### The Outcome

- 10x better LLM analysis of PFM questions
- Live, scalable product currently in Beta
- Platform design that can scale to other domain areas (health, hobbies, etc.)



## WITHOUT KEYSTONE

Great question! Let me look into the current NYC housing market to help you think through this.

Anticipated user response to presented housing options >

This is a big decision — let me break down what the NYC market looks like right now so you can plan ahead for 2028.

### Current 3-bedroom price landscape by borough:

The median home sale price across NYC as of early 2026 is around \$806K [PropertyShark](#), but that varies enormously by borough and property type.

**Manhattan** is the priciest. The median sale price for co-ops and condos hovers around \$1.1 million [CooperatorNews](#), and for a 3-bedroom you'd typically be looking at \$1.5M-\$3M+ depending on neighborhood. More affordable pockets like Inwood have median listing prices around \$270K [CooperatorNews](#), though 2-bedrooms there will still run higher.

### Key factors for your 2028 timeline:

Mortgage rates are currently around 6.3% [Defalcocreality](#), and most forecasters expect gradual easing through 2026-2028. Home prices in NYC are forecast to rise 2-4% annually [Houzeo](#), so a home that costs \$800K today could be roughly \$850K-\$900K by 2028.

A common affordability rule of thumb: you can generally afford a home priced at about 3-4x your gross household income, assuming a 20% down payment and manageable debt. So for an \$800K home, you'd want roughly \$200K-\$270K in household income and \$160K saved for a down payment.

To help narrow this down further, would you be open to sharing a bit more about your situation?

With your answers, I can help you zero in on specific neighborhoods and realistic price targets for 2028. I should also mention — I'm not a financial advisor, so for specific mortgage pre-approval and financial planning, it's worth consulting with a lender or financial planner who can look at your full picture.

## WITH KEYSTONE

### The affordability framework: what your 2028 finances look like

Before sizing a home, the first question is: how much house can your 2028 income and assets actually support? Your constitution sets a 33% housing cost ceiling (mortgage + HOA + taxes as a share of gross income) and a `strategic_only` debt tolerance.

**Down payment available in 2028:** Your home\_down\_payment goal has \$300K today targeting \$500K by 2028. Your House Fund brokerage holds ~\$348K at market value currently, but \$190K of that is uninvested cash and \$42K is in Fundrise (an illiquid eREIT).

Three price scenarios — 2028 projected financials, 20% down, 30-yr fixed at 6.25% assumed (modest rate improvement from current ~6.5%). All figures monthly. Red line = your 33% gross income ceiling (~\$12,500/mo).

| Scenario           | Price  | Location                                  | Down payment (20%) | Loan amount | Mortgage P&I | Property tax (est.) | HOA/common charges | Insurance | Total housing cost | % of gross income                  |
|--------------------|--------|---|--------------------|-------------|--------------|---------------------|--------------------|-----------|--------------------|------------------------------------|
| Comfortable fit    | \$1.5M | Queens (Astoria/LIC) or outer Brooklyn    | \$300K             | \$1.2M      | \$7,390/mo   | \$1,250/mo          | \$1,200/mo         | \$150/mo  | \$9,990/mo         | 26.4% — within ceiling ✓           |
| Tight but possible | \$2.0M | Park Slope, Astoria premium, FIDI, Harlem | \$400K             | \$1.6M      | \$9,900/mo   | \$1,400/mo          | \$1,400/mo         | \$150/mo  | \$12,900/mo        | 34.2% — slightly over ceiling      |
| Overstretched      | \$2.5M | Manhattan (Upper East Side, West Village) | \$500K             | \$2.0M      | \$11,900/mo  | \$1,600/mo          | \$1,400/mo         | \$150/mo  | \$15,000/mo        | 42.0% — significantly over ceiling |

**Three things to stress-test before committing**

The first is what happens to Alex's student loan. At \$26K/year, that loan ends when paid off — your snapshot shows \$35K remaining. At \$500/week you'll be done in roughly 70 weeks from now (~mid-2027). That frees up \$2,167/month, which would meaningfully improve your monthly cash flow post-purchase — and it's worth confirming this is factored into the \$24K recurring expense or not.

The second is the Portugal property. You have a EUR-denominated asset (\$388K) with an \$98K mortgage still outstanding. If you sell before or around the 2028 purchase, net proceeds (after paying off the ~€82K mortgage and transaction costs) could be meaningful — potentially \$250-280K net, denominated in EUR. That's a major wildcard that could solve the down payment entirely, though it introduces currency and timing risk.

The third is the \$24K/year mystery expense running 2027-29. Whatever that is — childcare escalation, a family support commitment, a planned upgrade — it's the primary reason your 2028 surplus is only \$18K. If that expense is avoidable or reducible, your down payment accumulation and post-purchase cushion both improve substantially.

# Resume AI

## THE COGNITIVE RESUME

2026-CURRENT

### The Challenge

Resumes are rigid and highly polished tools that are excellent at communicating key outcomes and experience, but very poor at communicating perspective, ways of thinking and emerging skill sets.

### The Concept

I designed and built a cognitive system that scan over and reason about my experience, perspective, and emerging skills. The idea is that you can chat with it, get to know me a bit better, and get a feel for how I like to think and work.

### The Outcome

AI-Native resume product up and running built upon a RAG system of my experience, and perspectives.

## Hi, I'm Craig Cisero

Strategic builder at frog design focused on cognitive systems. Ask me anything about my work.

What is this?

What can I ask you about?

Tell me about yourself

What work are you most proud of?

What are you excited about right now?

Ask a question...



Responses are generated based on reasoning over Craig's authored knowledge base. Reach out directly for a real conversation.



Tell me more about the cognitive system economy

Deep dive on Keystone

Deep dive on the Living Research Model

Let's talk about something else

Ask a question...

Responses are generated based on reasoning over Craig's knowledge base. Reach out directly for a real conversation.

What are you excited about right now?

Articulating...

I've been really energized by the business strategy and design of cognitive systems. By that I mean the layers of data, semantics, and orchestration that companies and individuals build on top of foundation models to make AI more reliable, useful, and context-specific in a particular domain. I see them as a key emerging product category.

It feels especially pressing right now because the models recently crossed a threshold where non-technical managers can build and direct these systems, which makes it much easier for this category to scale. I think that's going to create a new wave of economic value that I like to call the cognitive system economy.

I've been exploring that thesis across client work at New York Life, PepsiCo, and

# Walmart

## HYBRID PERSONAS

2026-CURRENT

### The Challenge

Strategic design knowledge assets like personas and customer journeys struggle to keep with speed of product innovation in 2026. I wanted to see if I could build personas that “live” in the real world.

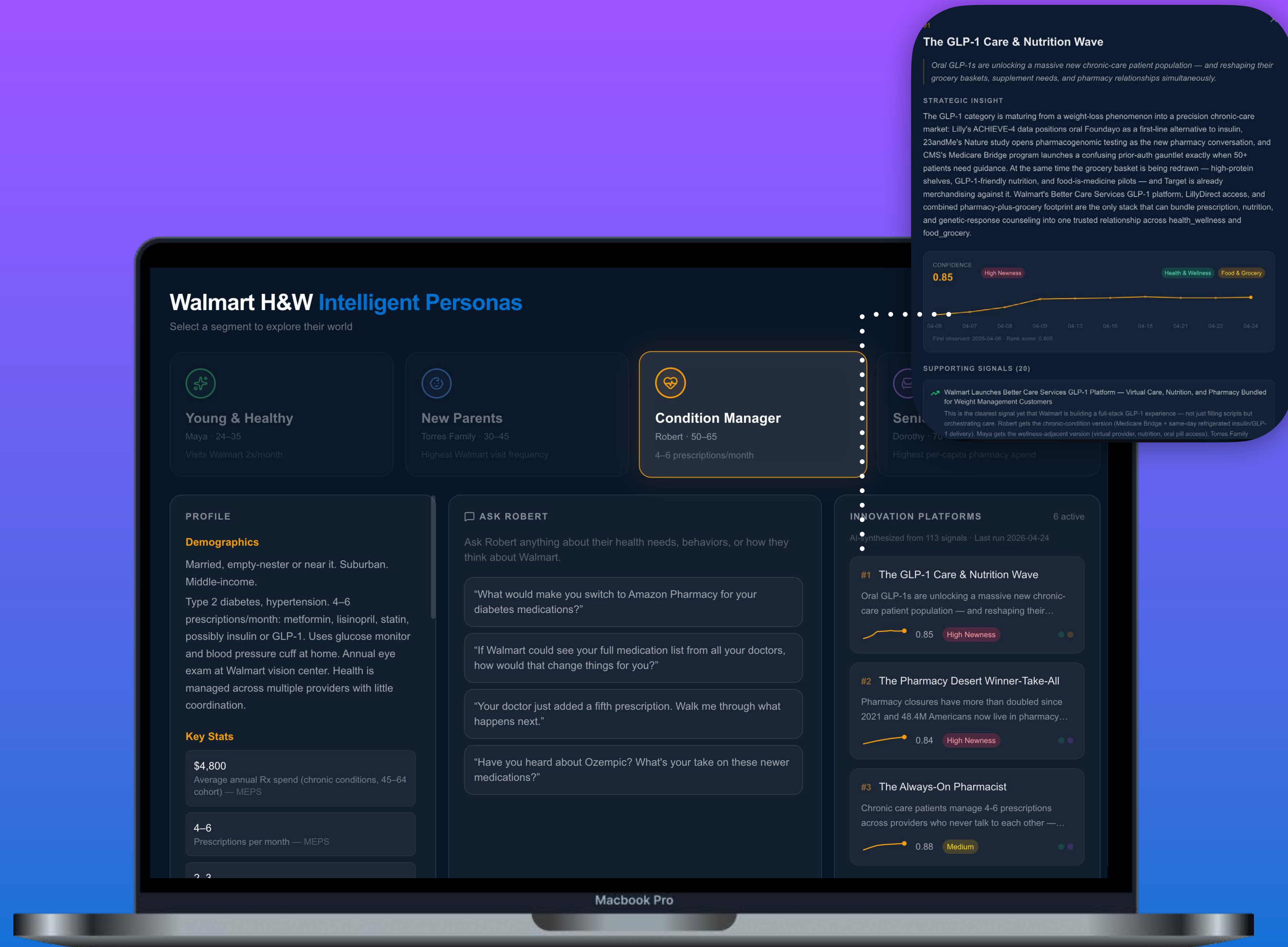
### The Concept

I built a cognitive agentic system on top of a set of standard human-defined personas. The system takes the personas and scans the internet on a daily basis reading the various channels that the persona would likely be reading/experiencing themselves.

The system gathers daily signals and synthesizes them into an ongoing “innovation platforms” dashboard and also tracks potential emerging changes in behavior.

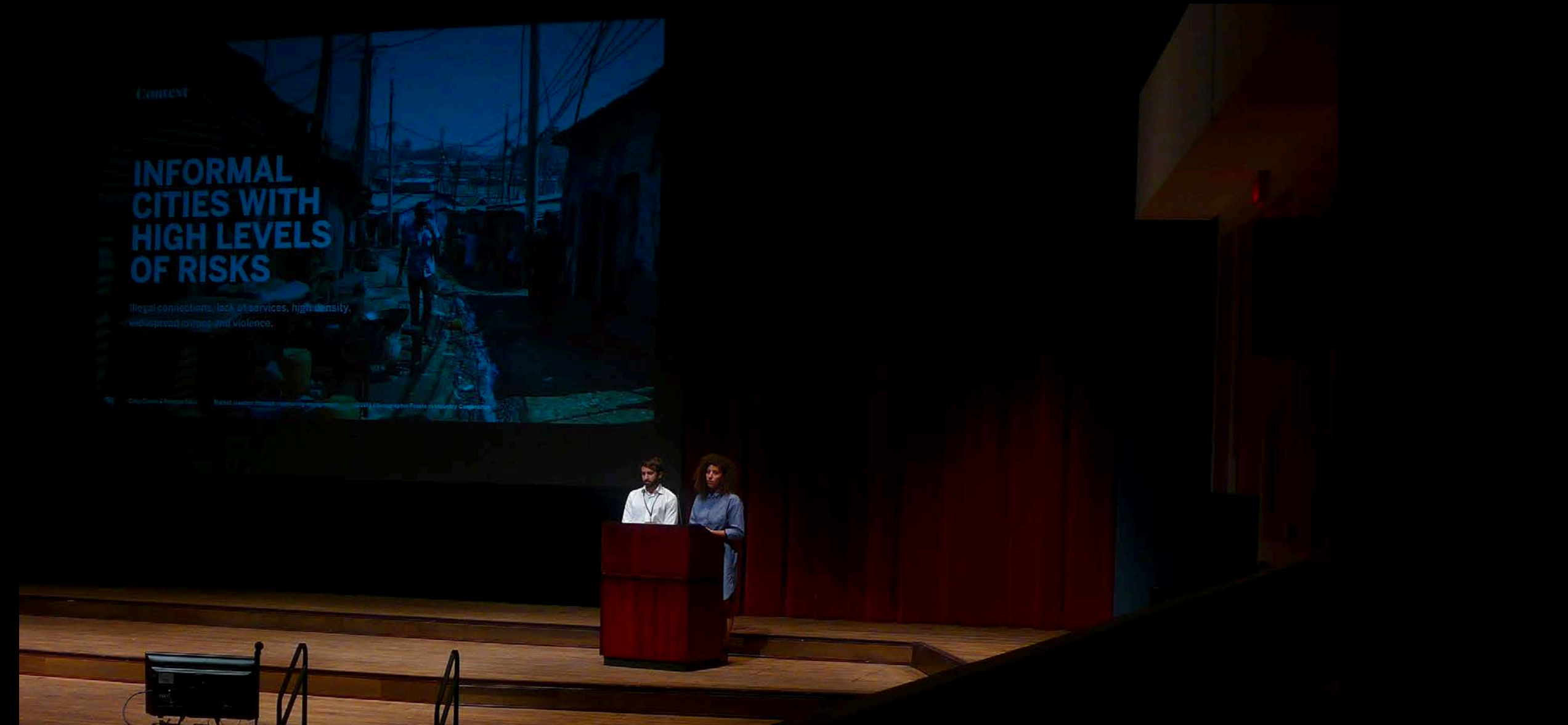
### The Outcome

Deployed in a Walmart executive workshop; daily signal ingestion running across 4 persona segments



HELLO!

# My work outside the office



## Teaching

I teach a design strategy course at NYU focussed on how to turn design vision and engineering vision into compelling business strategy. The key question is: How do I turn my design into business strategy for the CEO?

## Writing & Speaking

I've written in academic journals such as EPIC (Ethnography Praxis in Industry), Service Design Network and publications such as Fast Co. ([link](#))

## MY NEXT STEPS

# I am seeking a full-stack AI Product Builder/ Design Leader role

I'm focused on designing and building AI products that improve the human experience. I want to find a role where I can be hands-on with the exploration, design, and build of AI products with a special focus on cognitive systems and agentic systems.

Ideally this would be a player-coach role where I can leverage both my energy and passion for building in this space while also using my 15 years of perspective to lead teams when necessary. I'm open to both principal and director roles, as long as they empower the building alongside leadership. The key thing for me is that I don't want to be only a director at this moment in AI. There's too much to learn and too much to build for me to be purely managing from a distance.