

Craig Cisero

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Strategic design leader with 12 years of experience designing products and growth strategies. I'm currently focused on designing the next generation of AI-native products and cognitive systems. I think in systems, I build things, and I'm most energized when I'm converting abstract complexity into something actionable.

PROFESSIONAL EXPERIENCE

frog design

Executive Director of Strategic Design

New York, NY / Milan, Italy

Mar. 2015–Present

- Lead multidisciplinary teams through high-stakes growth strategy and product design for F500 clients
- Ship 0-to-1 products: structure ambiguity, find the breakthrough insight, and carry strategy through to market
- Head of Strategy for frog North America, growing a team of 25 strategists and evolving our op model
- Full-stack AI builder, shipping production-quality product with modern AI pipelines
- Launched 20+ new products, built 4 net-new businesses, and contributed to over \$100M in value creation.

NYU

Adjunct Professor – Design Strategies

New York, NY

Jan. 2021–Present

- Teach engineering and design students how to integrate design vision into high impact business strategy

Amazon

Vendor Manager (MBA Internship)

Milan, Italy

Jun. 2014–Dec. 2014

- Designed strategy to accelerate growth of new retail category, driving a 2x revenue and 500 pt. margin increase

KEY PROJECTS

Digital Growth & Product Strategy | U.S. Healthcare System

- Defined a digital growth strategy that unlocked a multi-year investment commitment from the board
- Launched 3 new digital health products such as a postpartum telehealth subscription and healthspan platform
- Hoag Nona (postpartum product) has driven 60% adoption among new mothers and ~\$10M LTV uplift

Platform Growth Strategy | Deliveroo

- Food delivery platform aimed to increase rider retention and market share through a rider kit redesign
- Rolled out across 180k riders globally; supporting revenue growth from £700M to £2.2B between 2019–2023
- Led multi-method research and product vision including a custom experiment to quantify growth projections

Full Stack AI Product Builds | Multiple Clients & Personal Projects

- Walmart Hybrid Personas: “live” agentic personas that react to market signals every day to identify new opps
- Living Research Model: cognitive system that converts insights into live knowledge layer for strategy decisions
- Keystone (Personal) : structured AI context engine for personal finance management

EDUCATION

SDA Bocconi

MBA- Strategy & Innovation focus

Milan, Italy

2013-2014

University of Maryland

B.A. International Economics

College Park, MD

2005-2009

ADDITIONAL SKILLS

- Core: product design, strategic game boarding design research, quant methods, segmentation
- AI skills: agentic coding systems, design in Code, prototyping, RAG architecture, cognitive system design