
Jeanelle Mak Petrillo

hello@thingsimake.com
thingsimake.com
+1 443 690 1072

Senior Product Designer
Design Lead

I'm a senior product designer who likes making things that are useful, playful, and a little unexpected. My work spans product design, creative direction, branding, and interactive experiences, with a focus on making complex ideas feel intuitive, thoughtful, and visually distinct.

Work Experience

MAR 2023–PRESENT • DESIGN LEAD

PictureStudio

Design lead for an AI-powered creative platform, shaping product experience, interaction patterns, visual identity, and marketing alongside founders and engineers.

2016–PRESENT • DESIGN LEAD / SENIOR PRODUCT DESIGNER

Tinybop

Lead product design, creative direction, visual design, and marketing across Tinybop's apps, games, and interactive experiences for iOS, Android, Wear OS, macOS, Apple TV, and web.

Selected work includes Mammals, Coral Reef, States, *Creature Garden*, *Tinybop Talk*, *States of Matter*, *Light & Color*, *Things That Go Bump*, *Tinybop Schools*, *Human Body Lab*, and *Funbrain*.

2008–PRESENT • DESIGNER

Independent Freelance Designer

Product, interactive, web, identity, and campaign work across culture, hospitality, retail, community, technology, and the arts.

2016 • SENIOR DESIGNER

Isobar

Designed digital products, interactive concepts, presentations, new business and special projects.

2012–2016 • FREELANCE DESIGNER – SENIOR DESIGNER

Big Spaceship

Led visual design across interactive experiences, websites, and social campaigns for clients across technology, consumer products, culture, entertainment, and retail.

Skills

Product Design
UX/UI
Interaction Design
Design Systems
Creative Direction
Visual Design
Brand Identity
Illustration
AI Tools & Workflows

Clients

Google
Samsung
YouTube
The Guggenheim
Teleflora
Sotheby's
Finish Line
SONOS
Chobani
L'OREAL
ASOS
Tinybop Schools
Funbrain
Black Flag Brewing Co.

Awards

Digital Ehon Award
Webby Honoree
Bologna Children's Book Fair Shortlist
Excellence in Early Learning
Digital Media Award

Education

2005–2009

School of Visual Arts
New York City
BFA Graphic Design
Honors
Dean's List