

Joey Shiner

For over 10 years, I've led the design of digital products that **push boundaries, spark innovation, and deliver measurable growth.**

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EXPERIENCE

Clover

New York, NY

FinTech | B2B

www.clover.com

Lead Product Designer

Mar 2023 - Present

- Redesigned the Clover web dashboard to better align with merchant workflows, improving feature discoverability and engagement.
- Increased enterprise merchant retention and TAM by redesigning the multi-location dashboard to match how enterprises organize and manage their businesses.
- Enabled faster decision-making for enterprise merchants by introducing multi-location reporting and custom pre-filtered reports.
- Simplified order tracking for restaurants by adding robust status updates to help merchants ensure customers received their purchases.

Senior Product Designer

Feb 2021 - Mar 2023

- Helped Clover navigate the COVID chip shortage by designing a native tablet version of Clover Go, providing merchants with a reliable alternative to traditional POS hardware.
- Accelerated merchant decision-making by introducing reporting overview pages that brought essential metrics closer to where they work.
- Increased customer loyalty sign-ups by 25% in three months by integrating sign-up touchpoints across POS devices, e-commerce sites, and kiosks.

Product Designer

Sep 2018 - Feb 2021

- Increased engagement with Clover by launching its first-ever mobile app, Clover Go, integrating real-time business metrics to enable merchants to track operations on the go.
- Boosted app adoption and Clover's transaction volume by consolidating robust payment capabilities into the Clover Go app, allowing merchants to accept payments effortlessly from anywhere.

EXPERTISE

0 to 1

FinTech

Cloud data

SaaS

Ecommerce

Small business

SKILLS

Vision-setting

Executive Storytelling

Team Mentorship

Interaction Design

UI Design

Systems Thinking

User Research

Figma

Replit

EDUCATION

B.A. Business

Florida Atlantic University

2010 - 2014

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EXPERIENCE

Groww

San Francisco, CA

FinTech | B2C

www.groww.in

Product Designer

Feb 2018 - Sep 2018

- Redesigned Groww's first-time user experience to increase onboarding completion rates by 40% and new user investment rates by 20%.
- Supported Groww's participation in Y Combinator and Series A funding efforts through strategic design improvements.

Evie Labs (Acquired by Medium)

San Francisco, CA

Operating System | B2C

Senior Product Designer

Dec 2016 - Feb 2018

- Helped secure a strategic partnership with Verizon by strategizing and designing the partnership product, helping to bring it to fruition and align with Verizon's goals.
- Opened new revenue streams by collaborating with stakeholders and the Business Development team to design innovative product avenues, positioning Evie Labs for acquisition by Medium.

Ship Sticks

West Palm Beach, FL

Ecommerce | B2C

www.shipsticks.com

Product Designer

Sep 2015 - Nov 2016

- Increased customer conversions by redesigning the Ship Sticks homepage to improve clarity around the service offering, encouraging more users to book.
- Improved customer trust and satisfaction by refining the content strategy through close collaboration with the CEO and customer service team, addressing common customer questions more effectively.
- Increased self-service bookings by simplifying flows for a more intuitive experience, reducing reliance on customer support.

SIDE PROJECTS

ReII

Predicting culinary mushroom growth in the US.

[Learn more](#)

Carbon Shield

Helping property owners and managers stay energy compliant and avoid fines.