

Don Polistico

Senior Product Designer | Brooklyn, NY 11221 | 929-969-4242 | don@polisti.co | [LinkedIn](#)

Summary

Senior Product Designer with 15+ years of specialized experience in Video Distribution Platforms and OTT Media. Career trajectory defined by two major acquisitions: pioneering the "Cloud DVR" multi-screen user experience at **Boxee** (acquired by **Samsung**) and democratizing direct-to-consumer video streaming at **VHX** (acquired by **Vimeo**). Expert in scaling complex media ecosystems from startup MVPs to global enterprise solutions, architecting the end-to-end infrastructure that empowers creators to monetize and manage global audiences. Recent focus on designing for emerging technologies, including holographic hardware ecosystems at **Looking Glass**, decentralized social protocols at **Primitives.xyz**, and AI-augmented design workflows.

Experience

[Vimeo](#) | New York, NY | **Senior Product Designer** | June 2016 – June 2025

- **Led end-to-end design and system architecture for Vimeo OTT**, a complex cross-platform distribution solution (Web, TV, Mobile) enabling creative professionals to launch their own on-demand video streaming services.
- **Defined the interaction models for the Vimeo player**, balancing high-fidelity craft with technical feasibility to support millions of daily plays across devices.
- **Played a key role in the integration** of VHX products into the Vimeo ecosystem following the 2016 acquisition.
- **Collaborated cross-functionally** with managers and engineers to define requirements and ensure technical feasibility.
- **Contributed to and maintained** the shared design system (components and patterns) for web and mobile platforms.

[VHX](#) | Brooklyn, NY | **Senior Product Designer** | October 2015 – May 2016

- Designed direct-to-consumer video distribution tools for independent creators, focusing on payment flows and audience management.
- Partnered with developers to launch custom OTT streaming apps, establishing the foundational patterns later adopted by Vimeo.

[Samsung](#) | New York, NY | **Senior Product Designer** | July 2013 – November 2015

- Designed and prototyped multi-screen user experiences for Samsung's Smart TV ecosystem and connected devices.
- Collaborated with global engineering teams to integrate Boxee's software interface into Samsung's Smart TV ecosystem and next-generation remotes.

[Boxee](#) | New York, NY | **Designer** | July 2010 – July 2013

- Designed the "Cloud DVR" user experience and social TV features for Boxee hardware and software.
- Crafted packaging and marketing materials for retail hardware launches.

Contract and consultancy work

[Looking Glass](#) | Brooklyn, NY | **Senior Product Designer (Contract)** | 2022 – 2024

- Defined interaction models for proprietary holographic displays, creating a design system that bridged 2D desktop workflows with 3D spatial visualization.
- Collaborated closely with graphics engineers to prototype and ship Unity-based applications, ensuring visual fidelity across multiple hardware generations.

[Primitives.xyz](#) | New York, NY | **Senior Product Designer (Contract)** | 2022 – 2024

- Designed the end-to-end 'Creator App' for iOS and mobile web while optimizing the core web experience for a decentralized social sharing protocol.
- Partnered with the founding team to translate complex Web3 primitives into intuitive mobile interfaces, focusing on onboarding and content creation tools.

[Recount Media](#) | New York, NY | **Senior Product Designer (Contract)** | 2020

- Designed mobile-first video discovery features for the political news platform, optimizing the "watch" flow to increase viewer retention.
- Partnered with editorial and engineering teams to rapidly prototype and launch new content formats for daily news cycles.

[One Month](#) | New York, NY | **Designer (Contract)** | 2013 – 2014

- Collaborated with the founder during the Y Combinator (S13) incubator to design the MVP interface and translate technical curriculums into intuitive user flows, helping the team secure early traction and seed funding.

Skills & Tools

- **Design:** UI/UX, Interaction Design, Wireframing, Prototyping, Design Systems, Information Architecture.
- **Research:** User Interviews, Usability Testing, Persona Development.
- **Certifications:** [AI for UX Design](#): Coursework completed in 2025 on leveraging AI tools for modern design workflows.

Education

[Maryland Institute College of Art \(MICA\)](#) | BFA in Design

- Winner of the Stempel Thesis Prize Award for exemplary senior thesis work. <https://vimeo.com/donosaur/script>

[Johns Hopkins University](#) | Engineering Coursework