

Corinne Simon

Product Designer

EXPERIENCE

Freelance—*Web Designer*

MAY 2026 - PRESENT

Designed and iterated responsive web experiences for energy sector clients, defining information architecture, landing pages, and performed cross-device design QA to ensure accessibility and consistency across breakpoints.

Zoom—*Senior UX Designer*

JULY 2021 - FEBRUARY 2025

Led the end-to-end design of the information architecture of the developer documentation site, supporting a growing product ecosystem. Resulting in improved user efficiency and navigation.

Collaborated with leadership to define the roadmap and strategy for dynamic pricing for SMB users. Optimizing the self-service purchase flows through behavioral analytics and A/B testing, resulting in a 12% increase in conversion.

Designed an interactive product demo experience featuring 18 guided tours and six solution-focused stories, increasing engagement, accelerating content production, and reducing reliance on live demos for product education.

UX Designer

Built and maintained a scalable, responsive design system for desktop and mobile web experiences. Creating adaptable components, defining breakpoints, and ensuring accessibility to streamline design, accelerating speed-to-market by 70%.

Led the redesign and CMS migration of a 5,000+ post blog, improving performance and usability. Reduced first contentful paint by 44% and cumulative layout shift by 82%, delivering a faster and more stable user experience.

Collaborated with cross-functional teams to design and optimize web experiences through data-driven experimentation. Created wireframes and prototypes, supported growth initiatives, identified UX opportunities, and presented design decisions to leadership and stakeholders.

PetHonesty—*UX/UI Designer*

MAY 2020 - JULY 2021

A pet wellness brand that offers natural, vet-recommended supplements to support your pet's overall health.

Leveraged insights, A/B testing, and internal team feedback to develop iterative design solutions, resulting in a 70% increase in new customer acquisition.

Partnered with cross-functional teams to launch a community platform connecting customers with in-house veterinarians to increase engagement.

corinneasimon@gmail.com
www.corinnesimon.design
in/corinne-simon

EDUCATION

General Assembly—*User Experience Design, Certificate*

MARCH 2020 - MAY 2020

Fashion Institute of Technology—*Graphic Design, BFA*

AUGUST 2011 - MAY 2014

Dutchess Community College — *Advertising Commercial Arts, AAS*

AUGUST 2008 - MAY 2011

SKILLS

UX/UI design, interaction design, responsive design, high and low fidelity designs, design systems, wireframing, prototyping, design QA, UI audits, competitive analysis, information architecture, card sorting, workshops, user research, A/B tests, usability testing, user interviews, user flows, qualitative and quantitative research.

TOOLS

Figma, Jira, Asana, Slack, Zoom, Miro, Mural, ContentSquare, Webflow, HTML/CSS, Adobe CC, Photoshop, Illustrator, InDesign, After Effects, Google Suite, ChatGPT

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EXPERIENCE CONTINUED

Hopsy—*Senior Designer*

JULY 2019 - MAY 2020

A direct-to-consumer craft beer company that delivers fresh draft beer to homes through a countertop tap system and a curated selection of local brews.

Optimized the cancellation flow to address user pain points, boosting retention by 60% and encouraging inactive users to reactivate their subscriptions.

Improving the sign-up and onboarding flow for greater transparency, reducing post-checkout confusion, and increasing activation and customer satisfaction.

Delta Children—*Visual Designer*

APRIL 2017 - JULY 2019

A children's furniture and baby gear company that specializes in safe, high-quality, and budget-friendly products.

Designed an end-to-end bundle experience, allowing users to customize and purchase a complete room, driving engagement and sales on the direct-to-consumer site.

Redesigned core responsive web pages, including the homepage, about, product, checkout, and resource pages on the e-commerce site, to enhance the brand aesthetic and drive user engagement.

Implemented style guides to maintain brand consistency across all channels and created templates that boosted team productivity, resulting in a 50% increase in design output.

The Spark Group—*Junior Designer*

JANUARY 2014 - APRIL 2017

A boutique digital marketing agency offering a range of services across industries such as finance, real estate, technology, and lifestyle.

Designed the core features and user flow for a native mobile app focused on real estate brokers and listings, aligning business goals with a seamless and transparent user experience.

Collaborated with the customer service team to redesign a language testing platform to support over 100 writing systems and reduce test-taker anxiety, developing wireframes and prototypes to communicate design solutions.

Optimized the user flow for agents and clients on a remittance platform, leading to a 98% increase in website traffic.

Created award-winning motion graphic videos for multiple clients to highlight their unique selling points.