Corinne Simon

Product Designer

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PROFESSIONAL SUMMARY

Product Designer specializing in Growth, Discovery, and E-commerce across the customer lifecycle.
I partner cross-functionally to translate user needs, insights, and business goals into intuitive, scalable, and personalized experiences, taking projects from UX strategy and exploration through end-to-end design.

EXPERIENCE

Web Design and UX Consultant | May 2026 - Present
Freelance

- Designed and iterated responsive web experiences for energy-sector clients, shaping information architecture and user flows to create accessible, intuitive experiences across devices and breakpoints.
- Provided UX expertise for client web projects, advising the agency team on research and testing strategies to validate design decisions through appropriate methods and tools.

Senior UX Designer, Growth | May 2024 - February 2025
UX Designer | July 2021 - May 2024
Zoom

- Defined and led the design strategy and shaped the roadmap for dynamic pricing, optimizing the SMB self-service purchase flow through behavioral analytics and A/B testing to increase conversion by 12%.
- 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.
- Drove cross-functional alignment by Leading the end-to-end design of the information architecture for a developer documentation platform, structuring the navigation around developer needs across a growing product ecosystem to improve discoverability and efficiency.
- Built and scaled a responsive design system across desktop and mobile, creating reusable components, defining patterns, and establishing accessibility standards that accelerated speed-to-market by 70%.
- Led design strategy and UX improvements for the migration of a blog with 5,000+ posts to a new CMS, reducing First Contentful Paint by 44% and Cumulative Layout Shift by 82%.
- Collaborated with cross-functional teams to identify UX opportunities and optimize customer journeys through data-driven experimentation, translating insights into wireframes, prototypes, and design solutions.

UX/UI Designer | May 2020 - July 2021
PetHonesty

Direct-to-consumer pet wellness brand offering natural, vet-recommended supplements.

- Identified friction across the customer journey through iterative design and A/B testing, driving a 70% increase in new customer acquisition.
- Partnered cross-functionally to launch a community connecting pet owners with in-house veterinarians to drive engagement and product education.

UX/UI Designer | July 2019 - May 2020

Hopsy

Direct-to-consumer craft beer subscription delivering local brews through a countertop tap system.

- Identified and addressed key friction points in the cancellation journey, improving retention by 60% and creating opportunities to reactivate inactive subscribers.
- Improved the acquisition and onboarding experience by setting clearer product expectations, reducing post-purchase confusion and increasing activation and customer satisfaction.

Senior Visual Designer | April 2017 - July 2019

Delta Children

Direct-to-consumer children's furniture and baby gear company.

- Designed an end-to-end product bundling experience, giving users greater flexibility to customize and purchase complete room solutions while driving engagement and sales.
- Led UX improvements across core responsive web experiences spanning discovery, product evaluation, checkout, and content, creating a more intuitive and cohesive customer journey.
- Built a scalable system of design guidelines and reusable templates that streamlined design workflows, improved cross-channel consistency, and increased design team output by 50%.
- Defined style guides and created reusable templates to improve design consistency, streamline workflows, and increase team output by 50%.

Visual Designer | January 2014 - April 2017

The Spark Group

Boutique design agency serving diverse industries.

- Designed the core features and user flow for a native mobile app focused on real estate brokers and listings, aligning business goals with user experience.
- Collaborated with the customer service team to streamline the user experience across reading, writing, speaking, and listening tests. Creating a more consistent experience across a platform supporting 100+ writing systems and reducing test-taker anxiety.
- Led UX improvements to create distinct web experiences for agents and clients on a remittance platform, tailoring journeys to their unique needs and driving a 98% increase in web traffic.

EDUCATION

General Assembly—*User Experience Design, Certificate*

Fashion Institute of Technology—*Graphic Design, BFA*

Dutchess Community College—*Advertising Commercial Arts, AAS*

SKILLS

UX Strategy, Qualitative & Quantitative Research, Competitive Analysis, Problem Framing, Systems Thinking, Information Architecture, User Journey Mapping, Interaction Design, Visual Design, Wireframing, Prototyping, Responsive Design, Design Systems, Design QA, Accessibility, Conversion Optimization, A/B Testing

TOOLS

Figma, Figma Make, Adobe Creative Cloud, Miro, Mural, Contentsquare, Optimizely, UserTesting, ChatGPT, Lovable, Webflow, WordPress, HTML/CSS, Jira, Asana, Monday.com, Slack, Zoom, Google Workspace.