

Hello. I'm Jeremy Giovannetti.

I'm a Senior Product Designer and creative leader with 6+ years of experience enhancing user experiences across diverse domains. I'm skilled in leading design strategy, guiding cross-functional teams, and delivering user-focused solutions.

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Certifications

User Experience Certification

Nielsen Norman Group

Coursework:

Information Architecture

User Research Methods

UI Patterns

User Experience & ROI

Creative Direction

ELVTR | May 2025

Skills

UX & UI Design

UX Research

Information Architecture

Interaction Design

Prototyping

Visual Design

Design Systems

Design Leadership

Workshop Facilitation

Tools

Figma

HTML / CSS

Adobe Suite

Google Suite

Education

Advertising (Design Focus)

2019 | Texas Tech University

Coursework:

UX Research + Insights

Interaction Design

Intro and Advanced Web Design

Visual Communication

Graphic Design

Volunteer Work

Vice President / IT Officer

Taos Search and Rescue

2023–Present

Work Experience

Product Design Lead + Creative Director

Primitive | Lubbock, TX

June 2025

January 2024

- Led a team of 9 creatives, guiding creative strategy and supporting growth through regular feedback, design reviews, and 1:1 mentorship.
- Continued hands-on product design lead work across client projects, conducting research, mapping user journeys, and designing end-to-end experiences for web and mobile platforms.
- Created and led a discovery workshop framework that improved team alignment and client partnerships, contributing to a 100% conversion rate to retainer and a 24% increase in average retainer size.
- Refined our web and UI design process by utilizing components and design systems, resulting in faster delivery and improved team efficiency.
- Directed creative from discovery to launch, translating insights into clear objectives and ensuring delivery aligned with user needs, brand standards, business goals, and project timelines.

Design Director

Primitive | Lubbock, TX

January 2024

April 2022

- Lead a team of four designers while driving research and design initiatives across client projects ensuring alignment with project objectives, user needs, and strategic goals from discovery through delivery.
- Owned product design initiatives across multiple client projects, conducting research, mapping user journeys, and creating user-centered experiences for web and mobile.

UX Design Lead

Primitive | Lubbock, TX

Apr 2022

June 2021

- Created a "UX Playbook" to standardize and clarify UX design practices by detailing methods, timeframes, and use cases.
- Led UX efforts across diverse client domains, including property management systems, healthcare, tourism, accounting, and more.

Product Designer

Primitive | Lubbock, TX

Jun 2021

Aug 2019

- Supported design and research for web and mobile products across a variety of client accounts.

Artist + Project Manager

Gio Studio | Lubbock, Texas

Aug 2019

May 2015

- Led a small creative team of three, managing timelines, budgets, and production while contributing hands-on as an artist across projects.