



Claire Giovanoni

Senior Product Designer + UX Researcher

636-346-1932

clairemgiovanoni@gmail.com

www.clairegux.com

Education



University of Missouri

BA in English
Minor Business

Research Methods

- Field studies
- User Interviews
- Stakeholder interviews
- Support call monitoring
- Diary studies
- Surveys
- Competitive analysis
- Persona building
- Card sorting
- Tree testing
- Qualitative usability testing
- Quantitative: A/B testing
- Content testing

Favorite Tools

- UserTesting / UserZoom
- Maze
- Optimal Workshop
- Usability Hub / Lyssna
- Respondent
- Lucky Orange
- Mixpanel
- Optimizely
- Figma / FigJam

Work Experience



SpotHero

Jul. 2023 – Present

Senior Product Designer + Senior UX Researcher

- Lead and influence research practices within the organization
- Collaborate with PM and data science to align on growth experimentation strategies, formulate hypotheses and run product experiments like A/B and multi-variant tests
- Use user research, market data, and business strategy to identify new problems and influence vision and roadmap
- Leverage storytelling skills to communicate findings to stakeholders and leadership
- Produce rapid prototypes and multiple variations of concepts to test
- Deliver detailed, polished, well-documented designs when ready for dev
- Help set product strategy through workshops, team brainstorm and design sprints



SpotHero

Nov. 2021 – Jun. 2023

Product Designer + UX Researcher

- B2C: web, iOS, Android
- Involved stakeholders, engineering, and product partners early in my exploration process
- Owned the entire design process from research and discovery to mockups and handoff
- Facilitated highly collaborative cross-functional design thinking workshops, influencing and innovating SpotHero's processes as other designers adopted my strategies
- Flexed leadership qualities by mentoring a product design college intern, summer 2022



Kroger

Aug. 2020 – Nov. 2021

Product Designer

- End-to-end design for B2C e-commerce, all devices and platforms
- Optimized the post-order experience, which includes order tracking, substitutions, curbside pickup, purchase history, and digital receipt
- Collaborated with interaction designers and product managers from Google for a geolocation partnership with Google Maps
- Paired with the UX researcher to conduct a comprehensive diary study of the post-order experience
- Co-founded Kroger's "Discovery Club", a resource group for product designers to discuss workshop facilitation and discovery techniques



Bayer

Aug. 2019 – Jul. 2020

Product Designer

- Internal tools: web; B2B app: iOS, Android
- Contributed to the design efforts of internal web tools for highly technical users with complex use cases
- Primary designer on a B2B mobile app, from initial concept to MVP