

Claire Giovanoni

Senior Product Designer

STATEMENT

I'm a senior product designer with 7 years of experience creating user-centered designs that move business metrics for B2C, B2B and internal tools across responsive web, iOS and Android mobile platforms. Although I'm a versatile generalist, I'm especially passionate about research, discovery and product strategy—uncovering user needs, defining problems and aligning stakeholders to drive impactful, measurable outcomes. I'm seeking a role where I can leverage these skills to shape thoughtful, data-informed design decisions.

EDUCATION



University of Missouri

B.A. English, emphasis in creative nonfiction
Minor in Business, Minor in Textile and Apparel Management



Thinkful/Bloc

Certificate, UX Design



UX Content Collective

Certificate, UX Writing Fundamentals

SKILLSET

Superpowers

- Cross-functional collaboration
- Design workshops
- User research
- Product strategy
- Discovery
- Testing and experimentation
- Data analysis
- OKRs

Industries

- eCommerce
- Point of sale (POS)
- Transportation
- Parking
- Hospitality
- Restaurant
- Guest services
- Booking
- Reservations
- Grocery
- Retail
- Pharmacy
- Biotech
- Chemical
- Pharmaceutical

EMAIL

clairemgiovanoni@gmail.com

CITY

Chicago, IL, USA

PORTFOLIO

www.clairegux.com

LINKEDIN

www.linkedin.com/in/claireux

EXPERIENCE



Senior Product Designer, Payments

SpotOn

Apr 2025 -> Present

Chicago, IL (Hybrid)

- B2B SaaS, B2C: Responsive web, Android
- Generalist end-to-end Senior Product Designer, taking products from vision to release
- Leverage research insights and quantitative data to uncover opportunities
- Perform competitive analyses to identify opportunities for optimum product-market fit
- Design rapid, iterative enhancements in agile process for Express POS, a new SpotOn product offering in Alpha, adding table stakes features with fast-follow enhancements to grow customer base
- Utilize highly effective storytelling skills to present design strategy and concepts to stakeholders and executive leadership
- Lead collaborative retro ceremonies for product team and design team, identifying areas to improve processes for efficiency, productivity and morale



Senior Product Designer, Growth

SpotHero

Jul 2023 -> Apr 2025

Chicago, IL (Hybrid)

- B2C: web, iOS, Android
- Led research efforts across the design team and product org, generating insights that uncovered opportunities for features and enhancements and informed roadmaps
- Influenced company-wide product strategy through cross-functional visioning workshops, team brainstorms, quarterly and annual OKR setting and roadmap planning
- Collaborated with product management and data science to align on growth experimentation strategies, formulate hypotheses and run product experiments like A/B and multi-variant tests to move metrics in customer acquisition and retention
- Designed a ratings & reviews experience that increased the amount of actionable customer feedback by 12x, generating insights that shaped the overarching company OKRs across all teams
- Leveraged systems thinking to redesign the search experience with scalability in mind to accommodate new features and company expansion with new partnerships



Product Designer, Customer Acquisition

SpotHero

Nov 2021 -> Jul 2023

Chicago, IL (Hybrid)

- B2C: web, iOS, Android
- Generalist end-to-end product designer focused on new user acquisition
- Involved stakeholders, engineering, and product partners early in my exploration process
- Facilitated highly collaborative cross-functional design thinking workshops, influencing and innovating SpotHero's processes as other designers adopted my strategies
- Conducted qualitative generative research, and used those insights to devise hypotheses and run quantitative experiments and A/B tests, ultimately increasing new user conversion by 5%
- Spearheaded accessibility initiative, raising web accessibility score by 41%



Product Designer, Customer Experience

Kroger

Aug 2020 -> Nov 2021

(Remote)

- B2C: web, iOS, Android
- Optimized the post-order experience, which includes order tracking, substitutions, curbside pickup, purchase history, and digital receipt
- Demonstrated speed, adaptability and highly agile ways of working in designing rapid enhancements to the curbside grocery pickup experience during the height of the COVID-19 pandemic, when online pickup orders rose over 240% overnight
- Collaborated in a cross-functional strategic partnership with the Google product team for a partnership with Google Maps, utilizing geolocation services for accurate pickup ETA
- Collaborated with the UX research team to conduct a comprehensive diary study of the post-order experience to uncover user insights to shape the product roadmap.



Product Designer

Bayer

Aug 2019 -> Aug 2020

St. Louis, MO (On-site)

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