# Claire Giovanoni

Senior Product Designer

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## SUMMARY

Senior Product Designer and UX Researcher with deep experience in discovery, problem definition, and cross-functional alignment. Skilled in uncovering user needs, shaping product strategy, and driving high-impact solutions across complex systems.

## EXPERIENCE

**Senior Product Designer, Payments**
SpotOn
Remote | Apr 2025–Present
- Lead end-to-end product design for Payments and Express POS, taking concepts from vision through launch for a new product currently in Alpha.
- Identify product-market-fit opportunities through qualitative research, quantitative insights, and competitive analysis.
- Design rapid, iterative enhancements to deliver table-stakes functionality and fast-follow improvements to support early customer acquisition.
- Present design strategy and narratives to executives using strong visual storytelling to drive alignment and buy-in.
- Facilitate cross-functional and design-team retros to improve process efficiency, collaboration, and team morale.

**Senior Product Designer, Growth**
SpotHero
Chicago, IL (Hybrid) | Jul 2023–Apr 2025
- Led research across the design org, generating insights that shaped quarterly/annual OKRs, long-term roadmap planning, and opportunity sizing.
- Influenced company-wide product strategy through visioning workshops, brainstorms, and cross-functional planning sessions.
- Partnered with PMs and Data Science to define experimentation strategies, craft hypotheses, and execute A/B and multivariate tests that improved acquisition and retention.
- Designed a Ratings & Reviews system that increased actionable customer feedback 12×, fueling insight pipelines for all product teams.
- Applied systems thinking to redesign the search experience for scale, enabling future feature expansion and new business partnerships.

**Product Designer, Customer Acquisition**
SpotHero
Chicago, IL (Hybrid) | Nov 2021–Jul 2023
- Drove end-to-end design for acquisition flows, collaborating early and often with engineering, product, and stakeholder partners.
- Conducted generative research and partnered with Data Science to run A/B tests, resulting in a 5% lift in new-user conversion.
- Facilitated cross-functional design thinking workshops that became widely adopted across the design org.
- Led a web accessibility initiative, improving the platform's accessibility score by 41%.

**Product Designer, Customer Experience**
Kroger
Remote | Aug 2020–Nov 2021

• Optimized the post-order experience, including order tracking, substitutions, curbside pickup, purchase history, and digital receipts.
• Designed rapid enhancements to curbside pickup during the peak of COVID-19, supporting operations when online orders surged 240% overnight.
• Partnered with Google Maps product teams to integrate geolocation services and deliver accurate curbside ETA.
• Worked with UX Research to conduct a diary study that uncovered key behavioral insights and shaped the product roadmap.

**Product Designer**
Bayer
St. Louis, MO | Aug 2019–Aug 2020
• Designed internal enterprise tools for highly technical users with specialized workflows.
• Served as the primary designer for a customer-facing mobile app, owning design from initial concept through MVP delivery.

## SKILLS & TOOLKIT

Product & UX: Discovery, UX Research, Journey Mapping, Systems Thinking, Information Architecture, Interaction Design, Usability Testing, Experimentation
Strategy & Leadership: Product Strategy, Visioning Workshops, Storytelling, OKR Alignment, Cross-Functional Facilitation, Hypothesis Development
Tools: Figma, FigJam, Miro, Lucid, Jira, Confluence, Looker, Mixpanel, Optimizely, Maze, UserTesting, UserZoom, Dovetail

## EDUCATION

**University of Missouri**
Bachelor of Arts in English
Minors: Business; Textile & Apparel Management