Claire Giovanoni
Senior Product Designer

✉ clairemgiovanoni@gmail.com
🔗 clairegux.com   in linkedin.com/in/claireux

I'm a Senior Product Designer with 6.5 years of experience driving high-impact, data-driven solutions across complex systems, primarily in consumer-facing product for web and mobile platforms. Skilled in uncovering user needs, shaping product strategy and collaborating cross-functionally to design solutions that positively impact business metrics.

EXPERIENCE

Senior Product Designer, Payments
🏢 SpotOn   📅 Apr. 2025 – Dec. 2025

- Generalist end-to-end Senior Product Designer, prioritizing and designing new features from vision to release
- Leveraged research insights, quantitative data and competitive analyses to identify new opportunities for optimum product-market fit
- Delivered lean MVPs with fast-follow enhancements in fast-paced, highly agile team

Senior Product Designer, Growth
🏢 SpotHero   📅 Jul. 2023 – Apr. 2025

- Generalist Senior Product Designer on Growth squad with proven success improving acquisition, engagement and retention metrics
- Co-owned an agile product squad with product manager (PM) and engineering manager (EM) as a product trio
- Collaborated with product management and data science to align on experimentation strategies, formulate hypotheses and run product experiments like A/B and multi-variant tests
- Measured impact of experimentation on business metrics to make data-driven design decisions
- Utilized highly effective storytelling skills to communicate findings to stakeholders and leadership
- Lead and influenced practices without authority; drove design team to continuously improve through coaching and example

Product Designer, Acquisition
🏢 SpotHero   📅 Nov. 2021 – Jul. 2023

- Generalist end-to-end product designer focused on new user acquisition metrics
- Owned every part of the design process from research and discovery to mockups and handoff
- Co-owned an agile product squad with product manager (PM) and engineering manager (EM) as a product trio
- Collaborated closely with engineering, marketing stakeholders and product partners early and often
- Facilitated highly collaborative cross-functional design thinking workshops, influencing SpotHero's processes across the product org

Product Designer, Post-Order Experience
🏢 Kroger   📅 Aug. 2020 – Nov. 2021

- End-to-end design for public-facing e-commerce experiences for all devices and platforms
- Optimized the post-order experience, which includes order tracking, substitutions, curbside pickup, purchase history, and digital receipt
- Worked in highly agile environment, producing rapid iterations to support a 240% increase in online pickup orders during the COVID-19 pandemic
- Collaborated with Google product team for a geolocation integration with Google Maps

Product Designer, Internal Tools
🏢 Bayer   📅 Aug. 2019 – Jul. 2020

- Contributed to the design efforts on a suite 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

EDUCATION

Certificate in UX Design
📖 Thinkful/Bloc   📅 2019

BA in English
Minor in Business

📖 University of Missouri

INDUSTRIES

Hospitality, B2B SaaS, payment services, transportation, parking, marketplace, eCommerce, retail, grocery, consumer mobile, consumer web, biotech, chemical