



# CORINNE DIGIOVANNI

## PRODUCT & DESIGN LEADER

### CONTACT

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### TOOLS

SQL  
Tableau  
Snowflake  
Mode/Heap  
Figma/Miro  
Storybook/GitHub  
Illustrator/Photoshop  
Keynote/Power Point  
JIRA/Confluence  
Useresting.com  
Linear

### SKILLS

#### UX

Personas  
Research plans  
User Interviews  
Competitive analysis  
Heuristic evaluations  
App map/site map  
Journey maps  
Storyboarding  
Task Flows  
Prototyping

#### UI

CSS  
HTML  
Branding  
Design Systems  
Interaction Design  
Accessibility Design  
High fidelity mockups  
Prototyping  
Style Tiles  
Illustration

### EDUCATION

*DePaul University*  
Barat Campus | Lakeforest, IL  
Bachelor in Fine Art  
Magna Cum Laude | GPA 3.85

### BIGEYE

#### *Head of Product and Design | Remote | Apr. 2022 - Present*

Developed post-acquisition product strategy, leveraging new technical capabilities. Led product managers and designers in R&D and launch of major products, boosting marketing pipeline by 200%. Collaborated with sales and customer success teams on positioning, increasing customer expansion by 25%. Implemented agile processes, resulting in 10X more product releases.

### APPLE | AIML

#### *Lead Interaction Designer | Seattle, WA | 2021 - 2022*

Collaborated with global teams to develop and launch over 5 internal ML/AI tools for Siri. Streamlined AI/ML workflows through Design Thinking workshops across Japan, Ireland, California, and Seattle. Aligned company performance goals and streamlined workflows using qualitative and quantitative data.

### KASKADA INC.

#### *Head of Product Design | Seattle, WA | 2019 - 2021*

Partnered with CEO, CTO, and VP of Product to shape the product roadmap, ensuring alignment with business goals. Led user interviews, research, and usability testing to inform product decisions. Contributed to the Machine Learning patent (U.S. Patent 11983384). Developed architecture and data modeling for a feature engineering platform.

### EGENCIA | EXPEDIA GROUP INC.

#### *Lead Mobile Product Designer | Seattle, WA | 2017 - 2019*

Crafted global mobile strategic plans for iOS and Android. Partnered with lead developers, defining key tech factors for design and functionality. Ensures consistent brand experience through communication with global designers. Presented Design Thinking during a global kick-off for creative brainstorming. Developed comprehensive qualitative and quantitative testing strategies.

### STARTCHUP

#### *Lead UX/UI Designer | Chicago, IL | 2016 - 2017*

Work closely with product and engineering to pinpoint research topics. Designed studies exploring user behaviors and attitudes. Conducted diverse research using quantitative and qualitative methods, including remote and in-person interviews. Crafted a universal white-label application for iOS and Android devices.

### DESIGNATION

#### *UX/UI Designer | Chicago | IL | 2015 - 2016*

Generated top-tier visual designs—from concept to execution—for desktop, web, and mobile devices at various resolutions. Effectively communicated scenarios, end-to-end experiences, interaction models, and screen designs to key stakeholders.

### APPLE

#### *B2B Sales Specialist & Trainer | Chicago, IL | 2010 - 2015*

Successfully launched 40+ iOS devices and 30+ Mac OS X products. Developed company-wide strategic sales training and redefined global business operational procedures.