

CORINNE DIGIOVANNI

Head of Product and Design

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312.856.5543

Strategic and results-driven leader with over 10 years of experience leading product teams to deliver innovative solutions that drive business growth and exceed customer expectations. Proven track record of developing and executing product strategies that align with company objectives and exceed customer expectations. With a foundation in formal education, my approach to leadership is rooted in building teams through knowledge-sharing and collaborative learning.

Work Experience

Head of Product and Design

Apr 2022 - Present

Bigeye

- Developed a comprehensive strategy for the product direction post-acquisition, effectively leveraging new technical capabilities of the acquired company.
- Led a team of product managers and designers in researching, developing, and launching the largest product offerings, resulting in a 200% increase in the marketing pipeline.
- Collaborated with sales and customer success teams to define product positioning and messaging, leading to a 25% increase in customer expansion.
- Implemented agile product development processes and methodologies, resulting in a 10X increase in new feature velocity.

Lead Interaction Designer

Jun 2021 - Feb 2022

Apple - AI/ML Siri | Seattle

- Collaborated with global teams to develop and launch over 5 internal ML/AI tools for Siri.
- Streamlined AI/ML workflows by hosting Design Thinking workshops for cross-functional teams in Japan, Ireland, California, and Seattle
- Utilized qualitative and quantitative data to align company performance goals and streamline workflows.

Head of Product Design

Sep 2019 - May 2021

Kaskada | Seattle

- Partnered with CEO, CTO, and VP of Product to shape product roadmap and features, ensuring alignment with business goals.
- Guided user interviews, conducted extensive research, and led usability testing to inform product decisions and marketing improvements.
- Contributed to all research, and designs for the Machine Learning patent. U.S. Patent 11983384
- Developed the information architecture and data modeling for a comprehensive end to end feature engineering platform, enhancing data management and usability.

Lead Mobile Product Designer

Aug 2017 - Aug 2019

Expedia - Egencia | Seattle

- Actively collaborated with global teams to create and implement strategic plans for IOS and Android platforms.
- Analyzed market trends, user behavior, and competitive landscape to identify opportunities and set strategic priorities.
- Defined clear objectives and key results (OKRs) to drive the product vision and roadmap for mobile applications.
- Coordinated with regional teams to ensure the strategy was tailored to meet local market needs and regulatory requirements.
- Facilitated regular strategy review meetings with stakeholders to track progress, adjust plans, and ensure alignment with overall business goals.

Lead UX/UI Designer

Oct 2016 - Aug 2017

Starchup | Chicago

- Worked closely with leadership, product and engineering to identify research topics.
- Designed studies addressing user behaviors and attitudes with cognitive science methods.
- Conducted research using various quantitative and qualitative methods.
- Designed a universal white-label application for IOS and Android.

Business Sales Trainer

Jan 2010 - Dec 2015

Apple | Chicago

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

Core Skills

Product Strategy and operational execution, data analytics, data synthesis, human-computer interaction, design thinking, mentoring and coaching, facilitation, data collection, customer feedback, research organization creation, quality processes, computer science, creative writing, customer needs, organizational alignment, prioritization, delegation, collaborative problem-solving, designing for scalability

Education

DePaul University

Bachelor of Fine Art

Certificates

Foundations : Data , Data , Everywhere

Jun 2024

Google