

Kevin Cigolini

SENIOR PRODUCT DESIGNER, GROWTH

kevincigolini@gmail.com
kevincigolini.com · linkedin.com/in/kevincigolini
Based in the NYC area

Growth designer who works where design, revenue and ambiguity meet. 12+ years across acquisition, onboarding, activation and monetization at Farmers, Vanta, Podium, Michael Kors and Amazon. I read funnels, experiments and business metrics as fluently as design files, partner closely with sales, marketing and executives, and mentor the designers around me.

26% → 50%

7-day onboarding completion,
Vanta

25% → 85%

Activation (10i14d) vs. a 75% goal,
Podium

+64%

Policy creation in 30 days, Vanta

1.2M

Loyalty sign-ups in year one,
Michael Kors

EXPERIENCE

Farmers Insurance · Senior Product Designer

Feb 2026 – Present · Remote

Design lead for quote and acquisition, the top of Farmers' sales funnel, and for the company's most significant AI initiatives.

- Own design strategy for the quote experience, the first interaction a prospective customer has with Farmers and the primary driver of new-business conversion.
- Lead design across the company's top AI initiatives, defining how AI shows up in customer-facing and quoting experiences: interaction patterns, transparency and trust, and the guardrails a regulated category requires. First surfaces are live.
- Establish the AI design patterns and standards other teams build against, creating consistency across the acquisition funnel as AI capabilities roll out.
- Serve as the design voice in business strategy, shaping roadmap priorities and scope before requirements are written, and tie design decisions to quote starts, completion and downstream conversion.

Vanta · Senior Product Designer

Jan 2024 – Feb 2026 · Remote

Sole designer on Vanta's first Self-Serve team, owning onboarding, activation and growth for downmarket, first-time compliance customers.

- Helped define the team's charter, shaped how it worked using my growth experience from Podium, sat on its interview loops, and led all of its design work. Presented regularly to the CEO and CPO.
- Redesigned the Compliance Roadmap into a guided Starter Guide: 7-day onboarding completion **26% → 50%**, 30-day onboarding pass rate **55% → 75%**. Across the Starter Guide, onboarding on track rose **54.2% → 58.8%** and audit readiness on track **26.9% → 34%+**.
- Policy Start Page: policy creation in 30 days **36.6% → ~60% (+64%)**. Letter of Engagement: **+60%** initial Trust Center activations, weekly publishes up **50–67%**.
- Brought experimentation frameworks from Podium and Stash, defined a repeatable growth design process now used by other teams, and designed Vanta's first commenting system.
- Wrote research plans and ran moderated customer interviews; prototyped with AI tools (v0, Base44). Helped shape Vanta's AI-native self-serve onboarding, which shipped after I left.

Podium · Senior Product Designer

May 2021 – Aug 2023 · Remote

Led design on the Growth team, owning the funnel from ads and website through onboarding, the in-app homepage and activation.

- Designed Podium's first onboarding for self-serve and sales-assisted users, mobile-first and personalized by industry. Activation (10 interactions in 14 days) rose **25% → 85%** after 60 days, beating a **75%** goal. Webchat setup **29% → 90%**, integrations **10% → 85%**.
- Designed an AI review responder that motivated users before onboarding or a sales conversation.
- Ran weekly sessions with onboarding managers and sales, led user research, and aligned with product marketing so the story held from first ad to first task. Mentored a product designer on the team.
- After hitting the goal, agreed with the executive team to stop iterating and set up a lighter quarterly review. Nominated for the "Be a Founder" value award.

Attentive · Product Designer

Jul 2020 – May 2021

- Led a self-service initiative that increased adoption and use **8x** within 4 months. Owned the design language system for a new payment platform and improved team processes for critiques, sprints and design QA.

Stash · Product Designer

Apr 2019 – Jul 2020

- Ran 1-week design sprints from discovery to launch with data science and research. Contributed to a **9x** increase in tier upgrades, **4.8%** fewer billing support tickets (saving 10+ hours a week), and a **282%** increase in push opt-in, including a **7.19%** lift in bank links. Profile redesign cut related support outreach by **8%**.

Michael Kors · UX Designer

May 2017 – Apr 2019

- Led UX for the KORSVIP loyalty program: **1.2M** sign-ups in the first year. A shopping-bag sign-up I designed became a top-two join point, driving **17.4%** of all sign-ups at **34.4%** conversion.
- Co-led design of Michael Kors' first native apps: **200K** downloads, **60K** monthly active users, and the sales goal beaten by **100%** in under six months.

Quidsi (an Amazon company) · UX Designer

Jul 2016 – May 2017

- Created the design guidelines for a shared CMS across six sites, driving a **19%** increase in component use. Key designer on bringing Amazon Prime to Quidsi's sites, working with teams in New Jersey and Seattle.

Earlier career

2010 – 2016

- **Co-founder**, Apexed (2014–2015): led a team of designers and iOS and Android developers; launched in 60+ countries. **Co-founder**, Perch (2015–2016): designed the app and secured seed investment.
- **Marketing Manager**, Theorem (2013–2015) · **Business Specialist**, Apple (2011–2013) · **Director of Digital Marketing & Design**, Bertolotti Desserts (2010–2011)

LEADERSHIP & MENTORING

Mentored ~15 early-career designers over two years through SIDE PRJCT, plus designers and interns on my teams: craft, strategy, portfolios, interviewing and behavioral design.

Partnered with CEOs and executive teams at Vanta, Podium and Michael Kors, aligning leadership, sales, marketing and engineering on high-stakes growth work.

SKILLS

Growth: funnel analysis, A/B testing, onboarding, activation, conversion, monetization

Product: strategy, roadmap shaping, behavioral design, research, prototyping

AI: AI product design and guardrails; building with Claude, Lovable, v0 and Base44

Tools: Figma, Amplitude, FullStory, Heap, Looker, Hotjar, UserTesting, Marvin, Jira

EDUCATION

MA, Film & Television · Savannah College of Art and Design

BFA, Film & Television · Savannah College of Art and Design, magna cum laude

UX Design · General Assembly

BUILDING

OptionsNote (live) · An AI-powered trading journal for options traders that I designed, built, priced and launched.
optionsnote.com