EMILY GIORDANO
Product Designer
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SUMMARY

Product Designer at Adobe working on creative tools and agentic experiences. I ask a lot of questions, prototype ideas early, and enjoy working through complex product experiences with the people building them. My background spans consumer products, enterprise systems, and 0-to-1 AI work.

PROFESSIONAL EXPERIENCE

Product Designer II · Adobe · Premiere Pro / Digital Video & Audio
Adobe / New York, NY / Nov 2025 – Present

- Own product design for Generative Music and Soundscape in Adobe Premiere Pro, taking new AI capabilities from early exploration through interaction design, cross-functional reviews, and engineering handoff.
- Designed a connected experience across generation, duration, timeline placement, credits, failure states, and layered audio so the system behaves coherently rather than as a set of isolated features.
- Use research, workflow analysis, user knowledge, and technical constraints to work through open product questions and make emerging capabilities understandable and controllable for creators.
- Work closely with Product and Engineering, surfacing questions early, documenting decisions, and using prototypes and async walkthroughs to keep teams aligned through handoff.
- Explore agentic interaction patterns in internal incubation projects, using prototypes to make emerging concepts visible, testable, and easier for teams to align around.

User Experience Designer (Product Designer)
Zipcar / Boston, MA / Feb 2023 - Nov 2025

- Redesigned core payment experiences, including a multi-card wallet and backup payments that recovered $167K/month in failed revenue. Apple and Google Pay usage grew 13× in five months and processed $3.5M+ in transactions.
- Led design for Zipcar's first tiered membership model across Product, Engineering, and Marketing. The budget plan delivered $1.64 ROI per $1 spent with 92% retention, while the premium tier reduced inactive members by 45%.
- Designed self-serve trip recovery for late returns and blocked parking, then ran moderated research to validate the experience and refine where people still needed help.
- Co-launched an internal AI feature incubator with a data partner to pitch and prototype predictive member experiences; also introduced clearer async walkthroughs to reduce repeat demos and make design intent easier to follow.

User Experience Designer
MetLife / New York, NY / Sept 2021 - Sept 2022

- Helped grow MetLife's global design system after its rebrand, maintaining components, iconography, and documentation used across 50+ markets.
- Worked closely with designers and engineers to turn brand standards into reusable UI patterns, improve handoff, and make the system easier for teams to adopt consistently.

FOCUS

AI product design · Generative AI · Agentic experiences · Human–AI interaction · 0→1 product design · Interaction design · Prototyping · Voice interfaces · Workflow design · Creative workflows · User research · Product strategy · Design systems

TOOLS

Claude Code · Codex · Microsoft Copilot · Gemini Notebook · Figma · Maze · FullStory · Mobbin · Loom · Jira · Storybook

EDUCATION & CERTIFICATIONS

Bachelor of Science in Graphic Design, Drexel University, Philadelphia, PA

Advanced Figma Design Certificate, Figma Academy 2.0

AI for Designers Certificate, Interactive Design Foundation

PERSONAL PROJECTS

Host of The Great Design Lead Podcast, interviewing designers, developers, product managers, and other people I find interesting since 2021.

Building Friends in Your Field, an educational platform focused on helping people make real friendships with others in their field through conversations, stories, and practical resources.