

# KELLI SPINKS

## Senior Product Designer

Senior Product Designer with 8+ years in enterprise UX and supply chain design at AT&T, Honeywell, and Kroger. I simplify complex systems through research-led, human-centered design that bridges technology, process, and people to enable large-scale transformation.

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## EXPERIENCE

### KROGER - TECHNOLOGY & DIGITAL

Senior Product Designer - Demand Planning & Fulfillment | 2022 - 2025  
Cincinnati, OH (Remote)

- **Led enterprise UX research and service design** for the Oracle Enterprise Resource Planning (ERP) transition—engaging 40+ early adopters representing 6+ distribution centers to uncover adoption barriers, inform change-management strategy, and guide modernization priorities.
- **Defined scope and executed a 0→1 MVP** design for a Collaborative Planning, Forecasting, and Replenishment (CPFR) capability within a new enterprise platform—enabling smarter cross-functional decision-making, visibility, and synchronization across buyers, planners, and suppliers.
- **Shaped modernization strategy and roadmap priorities** by reframing adoption and training through research frameworks that established baseline confidence levels—enabling stronger change management, measurable progress, and maturity in transformation outcomes.
- **Built cross-functional alignment** across business, product, engineering, and operations by delivering 25+ day-in-the-life journey maps that uncovered 50+ process gaps and generated actionable “How Might We” opportunities.
- **Redefined operational decision-making** by transforming an 80+ column, multi-tab reporting tool into a unified 0→1 task-prioritization MVP—streamlining decisions, improving data visibility, and setting usability and performance baselines for ongoing enterprise integrations.

### HONEYWELL

Senior Advanced UX Researcher - Safety & Productivity Solutions | 2021 - 2022  
Alpharetta, GA (Hybrid)

- **Led generative and evaluative UX research for a 0→1 platform** unifying multiple legacy applications into a single, cohesive experience—reducing context switching and improving navigation efficiency.
- **Conducted usability testing** with 25+ participants, synthesizing insights into prioritized design recommendations that guided iteration to improve the 75% task satisfaction.
- **Established design review cadences** and stakeholder workshops to ensure platform consistency, transparency, and stronger cross-functional collaboration.

Advanced UX Researcher - Safety & Productivity Solutions | 2019 - 2021  
Atlanta, GA (On-Site)

- **Defined UX research strategy** and executed mixed-methods studies to launch a unified 0→1 platform—streamlining workflows and aligning cross-functional stakeholders.
- **Built UX research practices** within a newly acquired, engineering-driven organization—embedding research early to accelerate alignment, adoption, and roadmap clarity.
- **Supported large-scale distribution center and yard operations** initiatives through field studies, interviews, and synthesis—identifying inefficiencies and informing design direction across associate workflows.

## SKILLS

- Navigating Ambiguity
- Relationship Building
- Strategy & Transformation
- Design Thinking Facilitation
- Wireframing & Prototyping
- User Research (Qualitative & Quantitative)
- Service Design & Blueprinting
- Journey Mapping
- Usability Testing

## TOOLS

Figma | Miro | Mural | Dovetail | UserZoom

## CERTIFICATIONS

### LUMA Institute - 2023

Practitioner of Human-Centered Design

### General Assembly - 2016

UX Designer

## EDUCATION

### A.T. Still University

Masters in Health Administration

### Georgia Southern -

### Armstrong Atlantic State University

Bachelors in Music