KELLI SPINKS

Senior UX Designer

Dynamic UX Generalist & Researcher with 8+ years of experience leading enterprise-level Product Discovery and System Design initiatives. Expert at driving the modernization of complex ecosystems by translating user insights into actionable Product Requirements and technical specifications. Proven leader in Mixed-Methods Research and Product Strategy, specializing in bridging gaps across multi-platform B2B and E-commerce environments to deliver cohesive user experiences.

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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 a massive Oracle ERP modernization, translating complex user insights into concrete technical specifications and Product Requirements for 40+ early adopters in high-volume distribution centers.
- **Defined scope and executed a 0→1 MVP** Product Strategy and MVP roadmap for a B2B internal marketplace and collaborative capability, synthesizing needs across planners and vendors to create synchronized User Flows and improved supply chain visibility.
- **Drove modernization strategy** by establishing research frameworks that translate adoption barriers into measurable progress metrics, aligning technical roadmaps with user maturity and organizational transformation goals.
- **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 influencing future strategy.
- **Translated a complex** 80+ column reporting tool into a unified task-prioritization MVP, leveraging Data Analysis to streamline decision-making and establish usability baselines for enterprise-scale integrations to measure adoption and performance over time.

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

- **Led Mixed-Methods Research for a 0→1 platform** initiative, bridging the gap between legacy applications to define a cohesive User Experience and unified System Design.
- **Synthesized usability testing data from 25+ participants** into prioritized Product Requirements, driving design iterations and optimized complex User Flows.
- **Defined design review cadences** and cross-functional workshops to ensure transparency in Product Discovery and foster collaboration between engineering and design teams.

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

- **Defined UX Research strategy** and execute Mixed-Methods Research to launch a unified 0→1 platform, effectively translating user needs into technical specifications and Product Strategy.
- **Drove the integration of UX Research practices into engineering-driven workflows,** accelerating Product Discovery and roadmap clarity to ensure high adoption of new platform features.
- **Supported large-scale distribution center and yard operations** initiatives through field studies, interviews, and synthesis—identifying inefficiencies and defining the System Design requirements for associate workflow modernization.

SKILLS

- Navigating Ambiguity
- Relationship Building
- Strategy & Transformation
- Design Thinking Facilitation
- Wireframing & Prototyping
- Mixed-Methods Research
- Service Design & Blueprinting
- Journey Mapping
- Usability Testing

TOOLS

Figma | Fullstory | Miro | 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 University - Armstrong Atlantic State University
Bachelors in Music