

Jerad Raines

Senior Product Designer · Enterprise platforms, legacy modernization & AI-assisted workflows

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SUMMARY

Senior product designer with 20 years of experience making complex, data-heavy systems usable. At Kroger, I've designed across three of the platforms that run its merchandising: the system that defines what an item is, the one that decides where it's sold online, and the one that controls which stores can carry it. I'm currently leading design for the retirement of a legacy system tied to \$1.6M a year. I pair deep user research with hands-on prototyping, and I work AI-first: I built a live AI onboarding assistant, co-founded an employee-led AI community at Kroger, and ship my own production web apps with AI coding agents.

EXPERIENCE

Senior Product Designer

Kroger Technology & Digital · Cincinnati, OH (remote)

Apr 2022 – Present

One of the two most senior designers in Kroger's Merchandising Experience pillar for Item & Assortment.

Item Management Experience (IME) · Kroger's platform consolidating 4 legacy systems and 2.2M+ items / 1.1B+ attributes

- Leading design for the retirement of PIM, a legacy item system with a **\$1.6M/yr** licensing fee: migrating its **8 user groups** into IME one at a time (2 moved, the rest scheduled through January) to retire it at the end of fiscal 2026.
- Opened Kroger's item data to **400+ active read-only users**, many of them net-new associates previously locked out of license-limited, green-screen legacy tools.
- Built an **AI onboarding and troubleshooting assistant** in Kroger's Gen-AI Studio with a design intern, grounded in IME's workflows and documentation; live with ~15 migrating users and scaling to ~55 by year-end.
- Primary designer for the GTIN record, IME's core item-detail and editing experience; I build and maintain its near-full-fidelity coded prototype with Claude Code, used for user testing and as developers' source of truth. Principal designer since inception; authored the baseline research and the migration strategy that turned legacy user behavior into requirements.
- Designed Quick View personalization, Advanced Search, bulk edit, Save Draft, and task management; co-led a Design-Dev Jam series that set table, search, navigation, and visual standards across the app.

Archon · E-commerce assortment management

- Led design and research from inception through rollout, replacing Excel-based assortment management. Saved **250 hours per Assortment Manager per year** and cut one team's weekly process from **5 hours to 10 minutes**.
- Now the source of truth for Kroger's e-commerce assortment; it scaled to support two new fulfillment centers opened after launch.

Store Authorization (SATH) · Which products 23 divisions' stores can order, receive, and sell

- Brought in with one other senior designer to turn around a behind-schedule modernization. Delivered a complete top-to-bottom redesign in **2 weeks** to hit a key deadline, then hardened it with users over 5 more weeks. Shipped enterprise-wide to 300+ associates (Oct 2026).
- Designed the UPC Authorization Viewer, a flagship production workflow, and defined the status language and override patterns used across the app.

Leadership

- Co-founded (2023) and co-lead the **White Rabbit Society**, a 38-member AI community at Kroger. As Wave 1 Claude Code users, we onboarded designers and PMs through the company's phased 2026 rollout to all of Kroger Technology & Digital, using workshops, peer demos, and *The AI Starter Kit*, a reusable onboarding guide whose creation I led.
- Co-founded and co-lead **Design Cohort** (2026), a weekly critique forum for 7 cross-team designers built on full commitment: everyone presents every week, and feedback is developmental rather than sign-off. My director adopted the operating principles I wrote as the foundation for a design review program across his entire group, and invited me to serve as a reviewer.
- Managed 3 design interns across 4 rotations, including mentoring one through building the IME AI assistant.

Lead Product Designer

Covenant Eyes · Owosso, MI (remote)

Oct 2018 – Apr 2022

- Redesigned the subscription sign-up flow around a "one product, one price" model. Conversion rose from **15% to ~30%** (peaking near 40%) and sign-up time fell **40%+**.
- Led UX for the Victory app from concept to launch. It holds **4.7★ on the App Store and Google Play** and beat its adoption, retention, and satisfaction goals.
- Managed a team of designers (training, delegation, oversight) and helped set business strategy and product direction.

UX Designer → Staff UX Designer → Senior UX Designer

Kaleidoscope Innovation · Cincinnati, OH

Apr 2011 – Oct 2018

- Led UX projects for Fortune 500 and global brands: Whirlpool/Amana, Ford & Lincoln, Johnson & Johnson (Ethicon, Janssen), Toshiba Medical, Procter & Gamble, American Standard, and Givaudan.
- Designed across appliance, automotive, medical-device, and consumer interfaces; planned and ran usability testing and surveys; delivered site maps, process maps, wireframes, and visual design.
- Mentored a design intern; promoted twice, from UX Designer to Senior UX Designer.

Independent UX & Web Designer · Nonprofits, agencies, and startups

2006 – 2011

INDEPENDENT WORK

- **Designing and shipping with AI coding agents.** I build and deploy my own production web apps with Claude Code, including Afterimage, a curated film recommendation engine, and a rebuilt photography portfolio and print shop.

SKILLS

Product design: enterprise and data-heavy UX · legacy system modernization and migration · user research and usability testing · information architecture · interaction design · design standards and systems · prototyping · onboarding and change management · AI assistant design

Tools: Figma · Claude Code · Figma Make · Dovetail · Loom · Jira / Atlassian · Gen-AI Studio

EDUCATION

BFA, Visual Design Systems (minor in Art History), cum laude · Shawnee State University