Jerad Raines

LEAD PRODUCT DESIGNER

About

My name is Jerad, and I'm a UX designer. I love solving the complex problems that we've never needed answers to until now. I have a passion for scrutinizing and breaking down old systems that are complex, frustrating, and/or dangerous for users. I'm always learning, and I love it that way.

Contact

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Education

Shawnee State University, Bachelor of Fine Arts in Visual Design Systems. Minor in Art History. Graduated December 2006, Cum Laude.

Software Proficiency

Adobe Creative Suite: Illustrator, Photoshop, XD, InDesign, Acrobat, Premier Pro, Lightroom. Figma, Sketch, Principle, InVision, MS Office

Experience

Senior Product Designer

Kroger Technology & Digital | Cincinnati, OH | Apr 2022—Present

I am the lead product designer working to create a merchandising tool—Archon—for Kroger that helps create, maintain, and distribute sellable item assortments for online ordering. I spend much of my time with our users and business partners, learning from them and their many processes and using that information to craft a tool that will improve their work lives by removing tedium, reducing human error, and improving content visibility across the merchandising pillar of the organization.

Lead Product Designer

Covenant Eyes | Owosso, MI | Oct 2018—Apr 2022

I led product design at Covenant Eyes, the number one app for helping people quit pornography. As the lead designer, I was directly involved in defining business strategy & product direction, UX innovation and user testing, and product feature design & delivery. I also managed a team of designers, responsible for training activities, project delegation and oversight. Lastly, I was involved in marketing and communication design activities.

Senior UX Designer

Kaleidoscope Innovation | Cincinnati, OH | Apr 2011—Oct 2018

I led UX design projects for several Fortune 500 companies, ranging from CPG, automotive, medical, and more. I created UX deliverables such as site maps, wireframes, visual designs and process maps, and ensured projects were delivered at the highest quality. I was also involved in research projects, writing and conducting usability testing and targeted surveys.

UX Strategist & Designer

Self-Employed | Cincinnati, OH | Aug 2006—Apr 2011

Non-Profits, creative agencies, startups, and companies of all sizes and industries hired me to design experiences that satisfied and delighted their users. I provided expertise in user research, strategic planning, information architecture, interaction design, usability testing, and more.