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

Jerad Raines
Find me in St. George, UT
Call me at **937-205-4030**
Email me at **jeradraines@hey.com**
Check out my work at **raines.design**
View my LinkedIn at **linkedin.com/in/jerad-raines**

EDUCATION

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

SOFTWARE

Figma, Sketch, Adobe Creative Suite, Zeplin, Principle, 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.

UX Designer // Staff UX Designer // 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.

Graphic and Web 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.