

LIA SLATON

PRODUCT DESIGNER

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Product Designer with nearly five years of experience leading research, strategy, and end-to-end product design for complex enterprise platforms. Combines human-centered design, systems thinking, and cross-functional collaboration to transform complex business challenges into intuitive, inclusive experiences that create value for both users and the business.

EXPERIENCE

Product Designer, Kroger Technology & Digital

NOV. 2021 - PRESENT

- Lead end-to-end product design across five products within Kroger's supplier ecosystem, including a full redesign of Kroger's supplier website and design leadership for the next-generation Supplier Hub
- Led the redesign of Kroger's primary supplier website, restructuring information architecture, content, and user experience to create a clearer path to supplier registration.
- Defined experience strategy for the Supplier Hub modernization initiative by conducting discovery research, shaping requirements for a master vendor platform, leading UX evaluation during an RFI process, and contributing to capital funding recommendations
- Created Kroger's first end-to-end supplier service blueprint by leading generative research with external vendors and internal stakeholders, mapping the lifecycle of more than 60,000 vendors to uncover strategic opportunities for improving onboarding and long-term engagement
- Partner with Product Managers, Engineers, Architects, QA, User Researchers, Application Analysts, and Scrum Masters to align business priorities, technical feasibility, and user needs throughout the product lifecycle
- Facilitate collaborative design workshops that bring together designers and cross-functional partners to rapidly explore concepts, build consensus, and strengthen design quality across strategic initiatives

Research Lead & Client Communications Lead, CMU School of Computer Science

FEB. - AUG. 2021 • PITTSBURGH, PA

2021 MHCI Capstone Project

- Directed research strategy and client engagement for a redesign of ApplyGrad, Carnegie Mellon School of Computer Science's graduate admissions platform, partnering with a cross-functional team of five to improve the applicant experience.
- Defined research objectives, success metrics, discussion guides, and usability studies to inform design decisions throughout discovery, synthesis, and prototype evaluation.
- Led 100+ generative and evaluative research sessions with current and prospective applicants, synthesizing findings into actionable recommendations while aligning design solutions with stakeholder priorities.
- Served as client communications lead, facilitating project updates, maintaining stakeholder alignment, and presenting research insights, design recommendations, and a high-fidelity prototype to the School of Computer Science admissions team

College Adviser, Virginia College Advising Corps

JULY 2018 - JUNE 2020 • LYNCHBURG, VA AND WASHINGTON, VA

- Guided 400+ students and families through the college admissions and financial aid process by providing personalized advising and helping them navigate complex admissions and financial aid decisions
- Designed educational workshops, advising resources, and regional training for incoming advisers, including authoring The Climb, a comprehensive college readiness workbook.
- Selected to present at both the 2019 Virginia College Access Network Conference and the 2019 College Advising Corps National Summit, sharing advising strategies and program best practices with peers from across the country

EDUCATION

Carnegie Mellon University (CMU) • Master of Human-Computer Interaction

AUG. 2021

Washington University in St. Louis • B.A. in Philosophy-Neuroscience-Psychology

Minors: Computer Science, English

MAY 2018

SKILLS

Core Competencies: Product Design • Experience Strategy • Service Design • User Research • Discovery Research • Interaction Design • Information Architecture • Workshop Facilitation

Tools: Figma • FigJam • Mural • Jira • Confluence • WordPress • HTML/CSS