Lia Slaton

PRODUCT DESIGNER

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Portfolio • LinkedIn

Profile

Product Designer specializing in complex enterprise platforms, research-led strategy, and systems thinking. Turns ambiguous business challenges into intuitive, effective product experiences.

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

Core Competencies

Strategy: Experience Strategy, Systems Thinking, Service Design

Research: Generative & Evaluative Research, Discovery Research, Workshop Facilitation

Design: Product Design, Enterprise UX, Interaction Design, Information Architecture, Prototyping

Tools

Figma • FigJam • Mural • Claude Code • Jira • Confluence • HTML/CSS

Experience

Kroger Technology & Digital • Product Designer

Nov. 2021 - Present • Remote

- Leading discovery with category teams to assess gaps between an existing assortment planning platform and the distinct workflows and needs of new user groups as the platform expands across the business
- Developing the experience direction for a centralized vendor support ecosystem, facilitating stakeholder discovery, competitive analysis, and content audits, and exploring a public-facing resource hub connected to authenticated item setup and support tools
- Using Claude Code to build future-state workflows, validate experience concepts, and demonstrate how modular capabilities come together in a unified platform
- Led experience strategy for the replacement of Supplier Hub and SIRS, conducting discovery, shaping requirements for a next-generation master vendor platform, and evaluating solutions during the RFI process; the resulting funding recommendation advanced to Kroger's capital committee
- Identified an opportunity to unify fragmented item-ingestion initiatives into a cohesive vendor platform, mapping capabilities and overlaps across prototypes into a strategic visualization guiding the evolution from the base MVP to a unified experience
- Led generative research with external vendors and internal stakeholders to create Kroger's first end-to-end supplier service blueprint, mapping the lifecycle of 60,000+ vendors and identifying opportunities to improve onboarding and long-term engagement
- Redesigned Kroger's primary supplier website, restructuring information architecture, content, and user experience to create a clearer path to supplier registration; the redesigned site is now live

CMU School of Computer Science • Research Lead

2021 MHCI Capstone Project

Jan. - Aug. 2021 • Pittsburgh, PA

- Directed research strategy and client engagement for a redesign of ApplyGrad, Carnegie Mellon School of Computer Science's graduate admissions platform (10,000+ applications a year), partnering with a cross-functional team of five to improve the admissions officer experience
- Defined research objectives and success metrics, then led 100+ generative and evaluative research sessions with admissions staff, faculty reviewers, and current and prospective applicants to inform design decisions
- Led client communications and stakeholder alignment, presenting research insights, design recommendations, and a high-fidelity prototype to the admissions team; 10 of 11 participants found the prototype's shared annotations helpful in simulated committee meetings

Virginia College Advising Corps • College Adviser

July 2018 - June 2020 • Lynchburg, VA & Washington, VA

- Guided 400+ students and families through college admissions and financial aid; designed workshops and regional adviser training, authored The Climb, a college readiness workbook, and presented at state and national conferences