James Robertson

Sr. Product Designer

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SUMMARY

I have 7+ years of turning messy enterprise workflows into simple digital tools that support associates and drive business goals. My latest engagement saved $3.5M for a grocer chain.

CORE SKILLSET

- Research & Discovery: ethnographic study, systems mapping, process mapping
- Collaboration & Facilitation: design sprints, road-mapping, alignment workshops
- Experience Architecture: OOUX, IA, user flows, wireframes
- Prototyping & Testing: Figma, Sketch, Webflow, interactive prototypes, usability studies

EXPERIENCE

Insight Enterprises — Sr. Product Designer

Feb 2022 – Present

- Redesigned major aspects of Kroger's Task Manager app, including revamping the landing screen, navigation, task cards.
- Transitioned the produce departments in 2,300+ stores from a paper-based produce management system to a digital tool that reduced produce waste by 12%, saving $1.6M in the first 9 months.
- Designed a pallet verification and reporting feature used in 2,300+ stores to ensure pallets are delivered to the correct location and delivery issues are reported, resulting in $1.9M in savings from reductions in misdelivered pallets.
- Created and managed a team-specific design system used to supplement Kroger's KTD design system
- Introduced OOUX mapping to improve IA and optimize design-developer hand-offs.
- Conducted weekly in-store field research and translated insights into process flows, user journeys, and design iterations.
- Led cross-functional workshops facilitating alignment, ideation, and prioritization.
- Mentored two junior designers with daily feedback and weekly planning discussions.

Taazaa Inc. — Sr. UI/UX Designer

May 2021 – Feb 2022

- Revamped features in a driver mobile app and web portals for both dispatchers and customers for non-emergency medical transport, simplifying trip booking and reducing dispatcher workload.

- Designed a mobile app and web portals for both dispatchers and customers for retail delivery logistics that surfaced delivery opportunities to drivers in real time to optimize route profitability.
- Led discovery and problem-framing workshops with potential clients

Mile Two LLC — UI/UX Designer

Jun 2020 – May 2021

- Built a secure marketing tool for the U.S. Air Force SBIR program, meeting IL4 security requirements while streamlining contractor onboarding.
- Facilitated cross-agency workshops that aligned multiple teams around a single end-to-end workflow.
- Mentored a junior designer with daily feedback and weekly planning discussions.

GE Aviation — UX Designer

Mar 2019 – Apr 2020

- Designed an analytics configurator to allow data analysts to monitor aviation engine health, anticipate maintenance issues, and optimize airline maintenance schedules.

Afidence — UX Designer

Oct 2017 – Mar 2019

- Led the transition from paper to a digital EMR for a physical-therapy practice with 16 locations and 120+ therapists, working directly with therapist and billing specialists to translate complex clinical procedures into intuitive workflows.
- Re-architected a community-college portal, simplifying navigation and shortening paths to key content.

DNA Diagnostics Center — Web Developer

Nov 2015 – Oct 2017

- Designed and developed e-commerce websites for selling DNA test kits directly to consumers, modernizing the user experience and streamlining the checkout flow.

EDUCATION

B.A. Interactive Media Studies & Professional Writing - Miami University, Oxford, Ohio

OTHER SKILLS & TOOLS

UX Design, UI Design, Interaction Design, User Research, User Interviews, Research Planning, Agile Methodology, Sprint Planning, Design Thinking, Systems Thinking, Design Systems, WCAG 2.0, Miro, Mural, Adobe Creative Suite, Jira, Confluence, HTML5, CSS, JS, Microsoft Office, ChatGPT, Claude AI.