ASHLEY MCNEILL

Product Designer | Alexandria, VA | 301-613-0725 | ashley.mcneill96@gmail.com | Portfolio: ashleymcneill.design

SUMMARY

Product Designer specializing in complex grocery, fulfillment, distribution and operational systems. Owns work end-to-end from discovery and zero-to-one concept development through prototyping, validation, design-system execution, and implementation. Experienced partnering with product, engineering, data science, and operations teams to turn qualitative and quantitative insights into scalable workflows and measurable business outcomes.

EXPERIENCE

Product Designer | Kroger

Jul 2022–Present

Cincinnati, OH | Remote

- Lead end-to-end product design across multiple concurrent supply chain and fulfillment initiatives, from discovery and problem framing through Figma flows, usability validation, design-system specifications, and implementation.
- Led a zero-to-one quality mobile application that helps quality assurance (QA) inspectors identify at-risk produce before shrink/waste, standardizing the workflow across 20 distribution centers and replacing email-based communication with structured, actionable data.
- Designed the front-end experience for an AI-powered route optimization desktop application; partnered with data scientists and co-led workshops with operational stakeholders to gather qualitative insights that informed optimization rules and model inputs.
- Led proof-of-concept discovery for a proposed fulfillment center workflow, creating a prototype and simulating the process on the warehouse floor with process engineers; synthesized qualitative and quantitative evidence that helped avoid an estimated $1.1M investment.
- Led the transformation of a legacy store-delivery scheduling application, shaping the roadmap and phased rollout while balancing division-specific needs with a scalable experience, reducing schedule-build time by up to 57%.
- Drove adoption of new scheduling workflows by overhauling outdated training materials originally developed by an external consulting firm and partnering with product leadership to deliver live training and office hours.
- Serve as a strategic design partner to product, engineering, operations, and business stakeholders, translating complex workflows into scalable experiences and presenting research findings and recommendations to senior leadership.
- Leveraged AI-powered tools including Dovetail, Mural, and Loom AI to accelerate research synthesis and design-to-development handoff, generating Jira tickets and prototype walkthroughs that clarified implementation details and reduced manual documentation.

UX Designer | Phase2 Technology

Arlington, VA | Remote

Nov 2021–Jun 2022

- Led research and design across healthcare, legal, and nonprofit client engagements, conducting interviews, journey mapping, workshops, wireframing, and usability testing to connect user needs with business goals.
- Led a website redesign grounded in stakeholder input, user research, and usability testing, improving a key task-completion rate by 26%.
- Synthesized qualitative research into personas, journey maps, findings, and recommendations used to align cross-functional teams and guide product decisions.

UX Design Intern | CapSource

Sep 2021–Jan 2021

New York, NY | Remote

- Led end-to-end design for an edtech mentorship feature, facilitating stakeholder workshops, competitive analysis, user flows, and design-system-based execution.

SKILLS

Product Design: End-to-End Product Design | Product Strategy | Zero-to-One | Complex Workflows | Prototyping | Design Systems | Service Blueprinting | Journey Mapping
Research & Facilitation: User Interviews | Usability Testing | Workshops | Qualitative Synthesis | Quantitative Analysis | Continuous Discovery
Tools: Figma | Dovetail | UserZoom | Miro | Loom | Mural | Optimal Workshop | UserTesting | Hotjar | PowerPoint

Certifications: LUMA Certified Practitioner

EDUCATION

University of Maryland — B.A., English & Secondary Education, GPA 3.7 — College Park, MD
George Washington University — UX Certificate — Washington, DC