

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 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 Vitacost fulfillment 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 product roadmap and phased feature rollout to support hundreds of schedules across divisions. Conducted continuous discovery and usability testing to address complex edge cases, balancing division-specific needs with a standardized, scalable experience and reducing initial schedule-build time by up to 48%.
- 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 to accelerate research synthesis and design-to-development handoff, using Dovetail and Mural to organize and synthesize insights and Loom AI to generate Jira tickets from prototype walkthroughs. Created videos alongside Figma specifications to communicate interactions, behaviors, and content requirements, helping developers understand implementation details and reducing manual documentation effort.

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

New York, NY | Remote

Sep 2020–Jan 2021

- 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

George Washington University — UX Certificate

College Park, MD

Washington, DC