NEIL GRUNSTEIN

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SUMMARY

Dynamic and strategic **Senior Product Designer and UX Leader** with 15+ years of experience turning complex enterprise systems into seamless, human-centered digital experiences. Proven track record in leading cross-functional teams, driving 90%+ satisfaction scores, and delivering design solutions that balance business goals with user needs across omnichannel platforms. Passionate about design innovation, data-driven strategy, and creating products people love to use.

SKILLS

- UX Strategy, Service Design
- A/B Testing
- Data-Driven Design
- Mobile Design (iOS, Android, Native Apps)
- Customer journey mapping
- Cross-functional leadership

- Heuristic Evaluation
- Digital Transformation
- UX Research and Analysis
- Wireframing and Prototyping (Figma, XD, Sketch)
- Product lifecycle management
- WCAG, ADA Compliance

- Front-End Coding (HTML, CSS)
- Usability Testing
- Design System Governance
- Performance Metrics Tracking
- Enterprise Platform Integration
- Agile UX

PROFESSIONAL EXPERIENCE

FedEx   08/2024 − 07/2025
Product Designer Contractor   Remote
- Streamlined the Preferred Future Service experience across digital and operational touchpoints (pickup, delivery, security), achieving over 90% user satisfaction and a 20% improvement in task completion speed.
- Led strategic service design initiatives, partnering with cross-functional teams and contributed to FedEx design system, ensuring design consistency, scalability, and alignment.
- Mapped complex user journeys and process flows, identifying pain points, and translating insights into actionable design improvements that optimized operational efficiency and reduced support tickets by 15%.

United Methodist Communications   08/2020 − 07/2024
Director Customer Experience   Remote
- Drove a 30% increase in positive customer feedback by developing and implementing an enterprise-wide CX strategy coordinating UX, service design, and digital transformation.
- Partnered with executive leadership to redesign digital and service journeys, leveraging design thinking to increase engagement by 25%.
- Partnered with product and development teams to translate user insights into design solutions that improved usability and overall platform experience.

SurePoint Technologies   08/2019 − 07/2020
Manager User Experience   Cincinnati, OH
- Optimized mobile app UX design, driving a 26% increase in downloads and stronger user engagement.
- Conducted continuous user testing and iterative design improvements, achieving an 80% customer satisfaction rate.
- Elevated accessibility compliance to meet WCAG 2.1 AA standards, ensuring cohesive digital experiences.
- Drove a 30% increase in new customer onboarding for Legal Management Software (LMS) and apps by leading nationwide focus groups and insight presentations.

Kroger
User Experience Lead/Researcher   06/2018 − 07/2019
- Transformed in-store omnichannel shopping experience via research-driven design strategies, achieving 25% higher user engagement and increased conversion rates.
- Streamlined user workflows, reducing process steps by 40% to enhance overall task efficiency.
- Developed journey maps and experience blueprints to identify pain points and optimize user flows across omnichannel retail environments.

Mindtree   02/2017 − 05/2018
Director User Experience   Gainesville, FL
- Directed large-scale UX modernization for multiple Fortune 500 clients, transforming legacy systems into sleek digital solutions and achieving 90% user adoption.
- Built and implemented enterprise design frameworks, standardizing usability and patterns to ensure consistency and accelerate delivery cycles.
- Championed Agile and Lean UX methodologies, facilitating cross-functional collaboration to streamline workflows and enhance team productivity.

Macys   02/2016 −01/2017
Lead UX Architect   Cleveland, OH
- Modernized Point-of-Sale (POS) systems, driving a 20% improvement in both transaction speed and operational efficiency.
- Delivered validated high-fidelity prototypes and wireframes, ensuring data-driven design decisions and seamless user flows across complex retail systems.
- Accelerated product delivery ensuring a standardized design system across engineering, product and operational teams.

Keybank   02/2015 − 01/2016
Senior UX Designer   Cleveland, OH
- Achieved a 25% increase in user engagement and reduced customer churn by 10%, optimizing user flows and wireframes for complex financial products, directly improving overall usability and trust.
- Ensured 100% compliance with compliance standards and business objectives by closely collaborating with Product Managers, reducing re-work and accelerating feature time-to-market.
- Drove refinement of design elements via iterative usability testing and data analysis, which directly improved task completion rates and overall user satisfaction.

Medical Mutual   02/2014 − 01/2015
UX Designer   Cleveland, OH
- Modernized health insurance platforms to responsive interfaces, achieving a 25% increase in member engagement by simplifying complex systems.
- Developed scalable design systems and UI libraries, reducing design-to-deployment cycles by 35% while ensuring 100% visual consistency across all product lines.
- Conducted iterative A/B testing and usability evaluations leveraging actionable data to refine designs and improve conversions and retention metrics.

EDUCATION

Google Cybersecurity Certification   **2025**
Coursera   Remote

Web Design/Master Certification   **1998-2000**
John Byrce College   Tel Aviv, Israel

Graphic Arts Certification   **1997-1998**
Open University   Jerusalem, Israel

RECENT PORTFOLIO WORKS

- **FRVA Website Revamp – Figma Desktop Prototype** | **Mobile**
- **FedEx Customer Journey Mapping & Process Flows**
- **Kroger Store Walk App 1.0 – Case Study**
- **SurePoint Mobile Time** & **Expense** Apps
- **Kroger UI Component Library Design System**
- **UMC My Portal |** **Find A Church Update**
- **Find A Church 2.0 Sitecore**
- **Salesforce My Portal App**