

NEIL GRUNSTEIN

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SUMMARY

Strategic UX/Product Designer with 15+ years of experience simplifying complex enterprise systems into elegant, user-centered solutions. Proven ability to lead cross-functional teams from concept through execution, delivering 90%+ satisfaction scores and driving measurable business outcomes. Adept at balancing business goals with user needs across omnichannel environments.

SKILLS

- **Cybersecurity:** SIEM (Splunk, Chronicle), SQL, Linux, Python, Vulnerability Assessment, Incident Response
- **UX Strategy & Research:** Heuristic Reviews, Journey Mapping, A/B Testing, Surveys, Optimal Workshop, UserZoom
- **Design Tools:** Figma, Sketch, InVision, Axure RP, Adobe XD/Photoshop/Illustrator, Mural, Visio
- **Front-End Development:** HTML5, CSS3, JavaScript
- **Enterprise Platforms:** Salesforce, PEGA CRM, Sitecore, Marketo, Tableau
- **Agile Environments:** SAFe, Scrum, JIRA, Azure DevOps, Trello
- **Mobile Platforms:** iOS & Android (Native & Hybrid)

WORK EXPERIENCE

FedEx

Product Designer Contractor

Aug 2024 - Present

US, Ohio, Cincinnati

- Streamlined the Preferred Future Service experience across digital and operational touchpoints (pickup, delivery, security.)
- Led service design initiatives, contributed to FedEx's design system, and mapped end-to-end customer journey/process flows.
- Enhanced user experience and operational alignment, supporting faster delivery performance and 90%+ user satisfaction.

United Methodist Communications

Director Customer Experience

Sep 2020 - Dec 2024

US, Ohio, Cincinnati

- Improved customer engagement and retention in a shifting digital landscape.
- Launched cross-functional CX strategies using real-time analytics, feedback tools, and cultural transformation initiatives.
- Achieved a 98% customer satisfaction score and a 95% retention rate; resolution times improved by 45%.

SurePoint Technologies

Manager User Experience

Aug 2019 - Jul 2020

Ohio, Cincinnati

- Led a UX team delivering a modern, cohesive UX for legal management software.
- Conducted user groups nationwide presentations, collecting feedback and fostering dynamic customer experiences.
- Boosted app downloads by 26%, achieved 89% customer satisfaction, and improved accessibility compliance.

Kroger Technology

User Experience Researcher

Nov 2018 - Jul 2019

US, Ohio, Cincinnati

- Enhanced the shopping experience through research-backed design decisions
- Conducted ethnographic studies, usability tests, and journey mapping across digital and physical environments.
- Uncovered actionable insights that streamlined experiences and informed design across departments.

Mindtree

Director of User Experience

Feb 2017 - Jul 2018

US, FL, Gainesville

- Directed UX modernization efforts, facilitated Agile workflows, and created scalable design frameworks.
- Modernized enterprise legacy systems for multiple Fortune 500 clients.
- Increased user adoption to 95%, reduced learning curves, and accelerated product delivery.

Macys

Lead UX Architect

Feb 2016 - Jan 2017

US, OH, Lorain

- Delivered high-fidelity wireframes and usability-tested prototypes; led Agile UX maturity programs.
- Standardized in-store user experiences.
- Improved customer satisfaction by 20% and laid foundation for a design-first culture.

KeyBank

Senior UX Designer

Feb 2015 - Jan 2016

US, OH, Cleveland

- Created user flows and wireframes for financial products based on research insights.
- Increased online banking engagement by 25%, reduced churn by 10%.

Medical Mutual

UI/UX Designer

- Modernized health insurance web platforms.
- Developed UI kits, ran A/B tests, and executed design for responsive platforms.
- Delivered 50+ components and streamlined user workflows across the site.

Feb 2012 - Jan 2015

US, OH, Cleveland

EDUCATION

Google Cybersecurity Certificate

Professional Certificate, Cybersecurity

John Bryce Tel Aviv, Israel

Certification Diploma, Web Design

Open University Jerusalem

Diploma, Graphic Designer Visual Arts

PORTFOLIO WORKS

- [FedEx Customer Journey Map/Process Flows](#)
- Figma: FRVA Website Redesign [Desktop](#), [Mobile](#)
- [Sisense Dashboard UI Design](#)
- [SurePoint Mobile Time App](#)
- [SurePoint Mobile Expense App](#)
- [Kroger Store Walk App 1.0](#)
- [Kroger Store Walk App 2.0](#)
- [Keybank HelloWallet Platform](#)
- [Kroger UI Pattern Design Library](#)
- [Kroger Store Walk Admin Platform](#)
- [UMC My Portal](#)
- [UMC Find A Church Update](#)
- [UMC Find A Church 2.0 Sitecore Website](#)
- [UMC My Portal International Map](#)
- [Salesforce My Portal App](#)

UX CASE STUDY

[Kroger Store Walk Mobile App](#)