NEIL GRUNSTEIN

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**SUMMARY**

* **Hands-on User Experience Designer/ Architect and Product Designer**10+ years with knowledge of all aspects of User Experience. Have experience in interaction design, visual design, usability research, testing and content development. Always seeking ways in which user experience can make a measurable difference to sales and profits.
* **Significant contributions toward a broad range of consumer and enterprise products.**Successful product design for Web, desktop software, mobile devices, myriad of verticals.
* **Able to strategize at the high level and also very good at managing details.** Many years designing, developing, and implementing user experience strategy. Ability to manage multiple projects and meet deadlines.
* **Successful at building, managing, and motivating teams.** Created the User Experience and Technical Publications departments at three high-tech companies. Strong track record of high performance in fast-paced environments.
* **Knowledge of state-of-the-art UX tools.**Planned and managed usability testing skilled at building online usability tests and UX benchmarking.
* **Designed and built a consistent unified design system library –** UI pattern style component library.

**skills**

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| * Sketch, Invision, Axure RP, Proto io, Photoshop, Illustrator, XD, In Design, IRise, Balsamic, Visio, * HTML 5, CSS3, JavaScript, Sublime Text 2, Brackets, Optimal Workshop * Jira Confluence, Trello, Version One * Android, iOS, Native, Hybrid * Microsoft Office |

**wireframe / interactive prototyping showcase**

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| * duke energy customer app 360 experience dashboard <https://sketch.cloud/s/4ay2A> |
| * skillset taxonomy proof of concept tool <http://gwgmo9.axshare.com/#g=1&p=kmap_-_default_view> * southwest airlines crew companion app   <https://b0cgy3.axshare.com/>   * macys consumer app  <http://kie3ki.axshare.com/#g=1&p=product_lookup_flow> * Marriott vacation club: mobile design proof of concept   <http://www.coroflot.com/neilgruns/Mobile-APP-Design-Marriot-Vacation-Club-POC>   * keybank appointment scheduler customer journey map <http://bi4xmh.axshare.com/journey_map.html> * Liveperson image repository platform   <http://www.coroflot.com/neilgruns/IMAGE-REPOSITORY> |
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**EDUCATION   
  
John Bryce College,** Tel Aviv, Israel  *Jan 2000 – Dec 2001*

Web Design and Animation Diploma

**Open University,** Jerusalem, Israel  *Jan 1998 –Dec 1999*

Graphic Arts Diploma

**PROFESSIONAL EXPERIENCE**

**Kroger Technology** Cincinnati Ohio*Nov 2018 – Present*

***Consultant, User Experience Researcher***

* Conducting primary research studies with stakeholders across Kroger products and services.
* Lead research study efforts ascertaining actionable insights including analytics, recordings, heatmaps.
* Creating usability reports, personas, user journeys, site maps, and journey mapping.
* Conducting moderated /unmoderated usability study techniques such as tree testing, card sorting, first click ensuring business objectives are executed leveraging qualitative and quantitative data research findings.

**Mindtree,** Gainesville, FL *Feb 2017 – July 2018*

***Director of User Experience***

* Leader executing the strategic vision of the organization going through a digital transformation.
* Coached and mentored team of 8 with 2 direct reports, driving UX best practices across cross-functional teams.
* Lead complex enterprise legacy modernization driving end-to-end experiences including POC/POT ideation sessions, informational architecture, workflow analysis, wireframes, rapid prototyping.
* Lead software development methodologies both in Waterfall, Agile SAFE, (Lean, Scrum).

**Macy’s,** Lorain, OH *Feb 2016 – Jan 2017*

***Consultant, Lead UX Architect***

* Leading and mentoring teams in UX best practices for MACY’s in store experiences.
* Unifying and simplifying user experiences for cross devices (Mobile, Tablet, and Desktop).
* Providing high fidelity wireframes and interactive prototyping.
* Conducting journey mapping user testing sessions in moderated settings.
* Developed responsive design in HTML5 / CSS3 for mobile using column grid systems.
* Collaborating with various departments including Point-of-Sale (POS) 2.0, Gift Registry, and Omnichannel.
* Deploying Agile methodology in order to shift the company culture way of thinking.

**KeyBank,** Cleveland, OH *Feb 2015 – Jan 2016*

***Consultant, Senior UX Designer***

* Provided UX Solutions to complex financial software platform.
* Managed team of ten to create a unified experience across the board.
* Researched: ethnography, user personas, journey mapping, remote usability testing, and digital roadmap recommendations strategic planning, user stories, flow, ad conducted competitive analysis assessments.

**Medical Mutual,** Cleveland, OH *Feb 2012 – Jan 2015*

***Consultant, UI/UX Designer***

* Created high fidelity wireframes, prototypes, comprehensive tests, and strategic plans, to simplify user engagement on health insurance platforms.

**Anyclip,** Jerusalem, Israel *Jan 2009 – Jan 2012*

***UX/UI Designer***

* Designed websites for various verticals and provided UI/UX solutions for mobile app wireframes, prototypes, and visual cues.
* Managed online marketing campaigns and created state-of-the-art power point presentations for potential investors.

**Comverse,** Tel Aviv, Israel *Jan 2004 – Dec 2008*

***Web Designer***

* Executed front-end design & development using the following languages: HTML / CSS / JavaScript for company main corporate websites
* *Designed marketing and office materials for online campaigns.*
* *Created web-based training demos*
* *Prepared power point presentations for potential investors.*