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# KIMBERLY BENNEFIELD

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## EXPERIENCE

### USER EXPERIENCE DESIGN LEAD, GRAINGER, CHICAGO, IL – AUGUST 2022-PRESENT

- Led collaborative working sessions using tools such as Figma and Mural to unify product direction among design, engineering, and business stakeholders, elevating digital consistency for vending and kiosk experiences.
- Applied usability research findings to revamp user interface layouts for vending and kiosk platforms, simplifying navigation and increasing positive user outcomes for multi-platform environments.
- Developed and standardized design system assets by building reusable component libraries, enabling faster product releases and greater uniformity in digital touch-points.

### USER EXPERIENCE DESIGN LEAD, CDK GLOBAL, PORTLAND OR – AUGUST 2019-AUGUST 2022

- At CDK Global, I played a pivotal role in leading the UX Design Team to develop responsive web-based tools and consumer interfaces supporting car dealerships.
- By collaborating with project teams, we created integrated visually compelling and interactive solutions that aligned with client objectives, legal requirements and enhanced user engagement.
- My leadership contributed to a significant improvement in user satisfaction and overall project success.

### USER EXPERIENCE DESIGN LEAD FOR SALES AND MARKETING, INTEL CORPORATION, HILLSBORO, OR – JANUARY 2012-JUNE 2019

- At Intel Corporation, I spearheaded user experience and product design initiatives, delivering innovative solutions while overseeing multiple programs.
- My focus on usability studies and prototyping enabled the creation of state-of-the-art user experiences.
- I successfully reduced development costs by 40% and established a UX center of excellence, mentoring teams to elevate design standards across the organization.

### SR. BUSINESS SYSTEMS ANALYST-UI FOR DIGITAL BRAND, NIKE, INC, BEAVERTON, OR – SEPTEMBER 2008-OCTOBER 2011

- Resolved organizational information problems and provided business value by analyzing requirements; designing technology solutions; recommending system controls, standards, guidelines and protocols.
- Directed teams which included off shore, near shore and on shore teams, working directly with executive business partners and professional athletes and entertainers.
- Managed multi-disciplinary user interface and content management teams of up to 20 employees.

## SUMMARY

I am an agile learner who is quickly able to master tools and processes and translate and communicate complex UX concepts for various audiences. I craft successful products and experiences by leveraging the depth of both my design and technical experience. I continually provide leadership and mentoring and have a proven track record of delivering highly successful solutions. I seek projects which align to strategic business objectives, while ensuring to achieve and maintain user delight.

## SKILLS

### RESEARCH

User Research, Customer Journey Mapping, Competitive Analysis, Field/Remote Studies

### SOFTWARE

Figma + Sketch + Miro + Mural + Lucid + InVision + Microsoft/Apple Office Suites, Adobe Photoshop/Illustrator/Premiere/InDesign, Adobe XD + Axure RP

### VISUAL DESIGN

Marketing and Branding, Design Systems, Wire-framing, Interactive Prototyping, HTML, CSS, Front End Frameworks

### OTHER SKILLS

Network Administration, Storytelling, Presentation, Cross-Cultural Leadership, Situational Leadership, Varying Textile Arts

## AWARDS

Nike AAEN Person of the Year, 2001

Nike Air Time Award for Community Involvement, 1998

## EDUCATION

University of Houston, Psychology/Art Focus

Stanford Strategic Decision and Risk Mgmt. Certificate, Decision Quality Program, 2016