Gina Kemper

Kemper-design.com | ginankemper@gmail.com

Summary

Design leader with 9+ years of experience driving product strategy, user experience, and organizational design maturity across enterprise platforms. Proven track record leading high-performing teams, influencing executive decision-making, and delivering user-centered solutions that support large-scale operations impacting hundreds of business users and millions of customers.

Experience

Kroger | Senior Product Design Manager (Pricing, Cost & Loyalty)
2024–Present

- Leads and mentors a team of 10+ product designers supporting enterprise merchandising platforms, driving career development, quality, and strategic alignment across 3 product domains.
- Oversees design efforts for a new loyalty savings capability enabling customers to convert fuel points into grocery savings, expanding redemption flexibility and enhancing member value.
- Reducing risk of inaccurate vendor cost changes by designing workflows that increased transparency and introduced approval processes for merchandising associates.
- Drives pricing process improvements by mapping end-to-end merchandising workflows, identifying operational inefficiencies, and aligning stakeholders on prioritized opportunities.
- Partners with product, engineering, and business leaders to define strategic investments across pricing and cost initiatives, supporting enterprise merchandising operations.
- Team adopted early AI experimentation identifying opportunities to streamline research analysis and prototyping.

Kroger | Senior Product Designer (Assortment)
2022–2024

- Identified 4 leading problem areas contributing to over $1 million dollars in potential lost sales, and highlighted solutions to be prioritized.
- Consolidated workflows spanning 4 merchandising platforms into a single experience, reducing tool switching and enabling associates to complete digital retail tasks more efficiently.
- Improved business user satisfaction with assortment planning tools through iterative research, workflow redesign, and continuous validation with merchandising associates.
- Gained alignment and identified success metrics across product teams and business stakeholders by facilitating design thinking workshops with parties.
- Spearheaded user panel program to continuously identify pain points and future needs for associates.

Kroger | Product Designer (Item)
2021–2022

- Led design and research for legal compliance regulation tools.
- Improved user adoption and onboarding by replacing legacy mainframe systems to a modernized digital application.
- Introduced design thinking practices to product team.
- Designed, validated, and identified areas of opportunities for future improvements.

HOMEE | Lead Product Designer
2019 - 2021

- Led a multidisciplinary design team across consumer, provider, and internal software.
- Established design practices and elevated usability across various experiences.
- Reviewed and provided feedback and guidance to other designers.
- Identified user research needs and oversaw research planning and testing.
- Established design operations standards that improved collaboration, consistency, and execution across product teams.
- Partnered with business leaders to align on roadmap of broader initiatives.
- Oversaw and executed all phases of the design process.

HOMEE | Product Designer
2017 - 2019

- Collaborated with engineers and product management to create holistic digital experiences for consumer and provider facing applications.
- Contributed to creation and evolution of design system.

Fifth Third Bank | UX Design Intern
2016 - 2017

- Partnered on mobile application design initiatives, leveraging ideation, usability testing, and research synthesis to identify opportunities and inform experience enhancements.

Education

Bachelor's Degree in Communication Design | University of Cincinnati
Class of 2017

Certificates

UX Certificate | Nielsen Norman Group
November 2022

LUMA Certified Facilitator | LUMA Institute
December 2022

LUMA Certified Practitioner | LUMA Institute
October 2022

UX Management: Strategy and Tactics | IxDF – Interaction Design Foundation
March 2020

Skills

Strategy & Leadership: Product Strategy, Roadmapping, Stakeholder Management, Facilitation
Research: User Research, Journey Mapping, Service Blueprinting, Service Design, Design Thinking
Design: Interaction Design, Wireframing, Prototyping
