



JEFF KLOOSTERMAN
LEAD UX PRODUCT DESIGNER

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Education

Miami University

Oxford, OH. 2006 - 2011
BFA in Architecture
Minor in Marketing

Skills

Strategy & Leadership

Product Strategy & Vision
Mentorship
DesignOps
Agile Methodology
Stakeholder Management
Workshop Facilitation

Product Design

Interaction Design
Design Systems
Wireframes & Prototypes
High-Fidelity Mockups
Accessibility WCAG 2.2
Data Visualization
Engineering Handoff

User Research & Discovery

User Interviews
Usability Testing
Service Design & Blueprints
Information Architecture
Data Analytics
User Flows
Journey Maps
Personas

Summary

Lead UX Product Designer. I help teams bring products to life by leading design, user research, and strategy from early discovery through launch. Starting my career in architecture, I have over 10 years of experience designing enterprise SaaS platforms, web, mobile and AI apps across healthcare, e-commerce, finance, retail and customer data.

Career Highlights

14 Products, Idea → Launch: Led end-to-end design from user research and prototyping through visual design, engineering handoff and launch, ensuring usability and accessibility.

AI/ML & Innovation: Led design for a customer data dashboard with AI-generated insights adopted by over 7,000 retail users, including Walmart; a GenAI service for product attribute generation across Dunnhumby's ecosystem; an AI/ML training application, and an AI computer vision tool for Kroger's in-store operations, deployed in over 200 stores.

Work Experience

Senior Product Designer | Dunnhumby

Cincinnati, OH | 02/24 – 02/26

- **Led design and UX strategy** for Dunnhumby's B2B customer data science platforms, spanning user research, product vision, service design and engineering handoff.
- **Increased design maturity** by leading accessibility (WCAG) and engineering handoff trainings, facilitating workshops, piloting AI tools, and integrating DesignOps in Agile.
- **Customer Data AI Dashboard:** Led design and user research for an AI-powered dashboard adopted by over 7,000 users at Walmart and major U.S. retailers, delivering faster insights through clear data visualizations and AI-generated summaries.
- **Design System:** Created a scalable design system with reusable components, data visualization and styles in Figma, developed in Storybook.
- **AI-Generated Product Attributes:** Partnered with AI/ML engineers to shape the vision for AI-generated attributes across Dunnhumby's customer data science ecosystem.

Product Design Practice Lead, Senior Consultant | Vaco

Cincinnati, OH | 01/21 – 01/24

- **Practice Lead 07/22-01/24:** Managed and mentored a team of seven product designers, supporting career growth. Partnered with sales to grow UX engagements by scaling teams, creating proposals for new work, and advising on UX strategy.
- **84.51° Audience Library:** Designed a B2B audience data platform enabling advertisers to purchase pre-segmented audiences for marketing campaigns.
- **Health Carousel Design System:** Led the creation of a company-wide design system adopted by four products. Established design principles and visual language, and built reusable components in Figma. Partnered with engineering to develop in Storybook.
- **Health Carousel Travel Nursing On Demand:** Led end-to-end design for a travel nursing job platform. Increased user registrations and job applications by 150% by redesigning information architecture, job search, profile and application experiences.

Product Design Consultant | Fusion Alliance (acquired by New Era Technology)

Cincinnati, OH | 01/19 – 01/21

- **Kroger AI/ML Computer Vision:** Collaborated with AI/ML engineering teams to develop computer vision and AI strategy for in-store operations, including a shopping cart detection model adopted in over 200 stores.
- **Kroger AI/ML Training App:** Designed an app for engineers to train and test AI/ML models.

Tools

Product Design

Figma

Sketch

Adobe Creative Suite

HTML/CSS

User Research

Miro

Dovetail

Fullstory

Usabilitytesting.com

Google Analytics

AI

Lovable

ChatGPT

Microsoft Copilot

Work Experience Continued

Product Design Consultant | Fusion Alliance

Cincinnati, OH | 01/19 – 01/21

- **Kroger Consultant:** Led product design and user research for enterprise B2B SaaS applications focused on operational efficiency and digital asset management.
- **BKD (acquired by Forvis) Loan Review Application:** Led the redesign of a loan review platform for lender risk assessment. Facilitated UX workshops and delivered information architecture, high-fidelity mockups, and a design system.

Senior Product Designer | Redbox (contracted through Launch Consulting)

Chicago, IL | 09/17 – 09/18

- **Redbox Kiosk:** Conducted user research and led UX workshops to improve usability, accessibility, and conversions, delivering designs scaled to over 40,000 kiosks.
- **Redbox iOS and Android App:** Led user research and design for Redbox's movie and game rental app. Redesigned navigation, home, browse, and location flows, increasing the App Store rating by 8% and contributing to over \$10M in annual revenue.

Product Designer | Brookfield Properties (formerly GGP)

Chicago, IL | 02/16 – 09/17

- Led user research and UX design for GGP's B2B and B2C real estate and mall applications across web, mobile, and kiosks.
- **GGP.com:** Led UX design and strategy, including information architecture, homepage, property search, and reusable components for a corporate website redesign that increased prospective clients by 300%
- **Interactive Kiosks:** Designed in-mall touchscreen kiosks and digital wayfinding.
- **GGP Malls Websites.** Designed a reusable website template and CMS, including digital maps, store directories and advertising components, used for over 120 malls.
- **GGP Malls iOS App:** Designed a mobile app for 120 retail malls, including information architecture, navigation, and wayfinding, achieving over 50,000 downloads.

Product Design Student | Designation (acquired by Flatiron School)

Chicago, IL | 08/15 – 01/16

- Completed a six-month immersive UX design bootcamp focused on user research, and interaction design, working with startups to design solutions for real products.
- Work featured on *America's Greatest Makers* and *Late Night with Conan O'Brien*.

Architectural Designer | Visualized Concepts Inc.

Chicago, IL | 02/14 – 10/15

- Led multidisciplinary teams of architects, interior designers, and animators to produce 3D models and visualizations for international architecture projects.

Architectural Designer | Israelevitz Architects

Tel Aviv, Israel | 03/12 – 06/13

- Designed modern residential homes. Created 3D models and visualizations
- Work was featured in *Dwell Magazine*, *Abduzeedo*, and *ArchDaily*.
- Invited to compete to represent Israel in the *2015 Milan Architecture Expo*.