
KIMBERLY BENNEFIELD

kimberly@kimberlybennefield.com

<http://www.kimberlybennefield.com>

<http://www.linkedin.com/in/kimberlybennefield>

PRODUCT & UX DESIGN LEADER

Designing high-impact digital experiences across mobile, web, and enterprise platforms. Known for driving UX strategy, experimentation programs, and cross-functional collaboration to improve discoverability, engagement, and conversion. Skilled at translating customer insights and analytics into scalable product design solutions.

KEY ACHIEVEMENTS

- Increased product discovery satisfaction 25% by redesigning navigation and information architecture for high-volume mobile and kiosk experiences.
- Reduced development costs 40% through scalable design systems and reusable UX frameworks.
- Established a UX Center of Excellence implementing experimentation standards, usability testing frameworks, and measurement practices across product teams.
- Led large-scale UX initiatives improving search, filtering, and content hierarchy for complex enterprise product ecosystems.

PROFESSIONAL EXPERIENCE

USER EXPERIENCE DESIGN LEAD, GRAINGER | 2022-2026

Led UX strategy for mobile and tablet experiences supporting high-volume product discovery and task-based navigation in vending and kiosk environments.

- Defined and executed a UX roadmap improving product find-ability, navigation efficiency, and clarity of product information.
- Partnered with Product, Engineering, and Analytics to define success metrics and run usability testing and iterative experiments.
- Led rapid prototyping and user testing to evaluate interaction patterns, information architecture, and responsive layouts.
- Translated complex business and technical requirements into scalable UX solutions and design specifications.

USER EXPERIENCE DESIGN LEAD, CDK GLOBAL | PORTLAND, OR | 2019-2022

Led UX strategy for responsive web platforms supporting dealership operations and consumer digital experiences.

- Redesigned core customer journeys by improving information hierarchy, filtering models, and content presentation.
- Collaborated with Engineering and Analytics to design usability tests, experimentation strategies, and UX performance metrics.
- Delivered interactive prototypes and design frameworks that accelerated product development and improved alignment across teams.

KIMBERLY BENNEFIELD

USER EXPERIENCE DESIGN LEAD - SALES & MARKETING, INTEL | HILLSBORO, OR | 2012-2019

Owned UX and product design initiatives for enterprise platforms supporting global sales, marketing, and partner ecosystems.

- Built and scaled a UX Center of Excellence supporting experimentation, usability testing, and design measurement practices.
- Led cross-functional programs improving navigation, search, and discoverability for complex product and technical information.
- Reduced engineering effort through reusable design systems and scalable UX frameworks.
- Mentored multidisciplinary teams delivering data-informed product design solutions.

ADDITIONAL EXPERIENCE

UX leadership and digital product design work supporting global digital platforms and customer experience initiatives for: Nike, Inc. - Global Brand Marketing

SKILLS

PRODUCT DESIGN

Product Design • UX Strategy • Design Systems • Information Architecture • Interaction Design • Prototyping • Usability Testing

EXPERIMENTATION & ANALYTICS

A/B Testing • UX Metrics • Experimentation Strategy • Data-Driven Design • Conversion Optimization

PRODUCT & COLLABORATION

UX Roadmapping • Product Strategy • Stakeholder Alignment • Cross-Functional Collaboration • Agile Product Development

TOOLS

Figma • Miro • Mural • Sketch • Adobe XD • Adobe Premiere Pro • Axure • Design Systems • HTML/CSS • Analytics Platforms • AI-Assisted Design Tools

EDUCATION

University of Houston, Psychology and Art Studies

Stanford University, Strategic Decision & Risk Management Certificate (Decision Quality Program)

RECOGNITION

Nike AAEN Person of the Year

Nike Air Time Award for Community Involvement