

Ross Kraemer

Product Designer • **UX Designer** • **Experience Strategist**

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SUMMARY

Product designer and experience strategist focused on crafting thoughtful, human-centered digital experiences. Blends research, systems thinking, and AI-driven design to solve complex problems and launch products that truly work for users. Collaborative, curious, and highly adaptable, recognized for elevating teams, mentoring designers, and delivering elegant solutions in fast-moving environments.

EXPERIENCE

Kraft Heinz

Senior UX Designer | *August 2025 - Present*

- Drove UX research, workshops, and design strategy for enterprise-scale data-visualization initiatives.
- Unified fragmented dashboards into a cohesive analytics platform, delivering intuitive, consistent insights across finance, marketing, distribution, and strategy teams.
- Leveraged AI-driven analytics to transform complex data into clear, actionable intelligence.
- Partnered with business leaders, product owners, data scientists, and engineers to align desirability, feasibility, and viability across Agile teams.

cxconnect.ai

Product & Design Manager | *December 2021 - August 2024*

- Led Product Design, UX Research, and Product Management for a SaaS platform powering AI-enhanced customer support at global Fortune 500 enterprises.
- Defined roadmaps, prioritized backlogs, and drove Agile delivery in close partnership with engineering and executive leadership.
- Conducted mixed-methods research (interviews, workshops, ethnographic studies, surveys, usability testing, analytics) to uncover high-impact insights and guide product direction.
- Built AI-driven capabilities—including conversational assistants, real-time translations, tone and grammar optimization, sentiment analysis, intelligent routing, auto-summaries, and predictive knowledge suggestions—to improve agent effectiveness and customer outcomes.
- Partnered cross-functionally across product, engineering, marketing, sales, and success to raise CSAT **21%**, cut response times and operating costs **50%**, and accelerate onboarding.
- Reduced agent training time by **50%** through UI simplification, guided learning flows, and improved information architecture.
- Built a scalable Design System to ensure quality, speed, and brand consistency.
- Led accessibility audits and infused WCAG and inclusive-design practices into visual, content, and interaction design.

KPMG

Lead Specialist, Experience Design | *March 2020 - December 2021*

- Led UX teams across product strategy, research, and design execution, shaping experiences through workshops, personas, journey maps, IA, design systems, wireframes, and rapid prototypes.
- Mentored junior designers through 1:1 coaching, critiques, and ongoing career guidance—strengthening craft, communication, and decision-making.
- Converted a legacy IVF support workflow for a Fortune 500 healthcare client into an AI-powered conversational experience, reducing response times and enabling service teams to focus on higher-complexity needs.

KPMG

Senior Specialist, Experience Design | *November 2015 - September 2019*

- Consulted on large-scale initiatives across education, consumer goods, finance, healthcare, government, and other sectors.
- Led research, strategy, and product design efforts from ideation to launch, collaborating closely with engineers, PMs, executives, and end users.
- Orchestrated UX research, IA redesign, behavioral insights, competitive analysis, and DesignOps improvements to modernize PMI's fragmented digital ecosystem—delivering a unified, user-centered platform and a multi-year roadmap that aligned stakeholders and accelerated long-term transformation.

Spectrum

Senior UI/UX Designer | *June 2015 - November 2015*

- Led UI/UX for Spectrum's customer portal, delivering polished, accessible, human-centered interfaces across web and mobile platforms.
- Delivered end-to-end design—including research, wireframing, prototyping, user testing, and QA—to ensure usability and consistency.
- Facilitated design critiques and supported junior designers in developing stronger visual and interaction-design skills.
- Contributed to a scalable design system improving velocity and cross-functional alignment.

Atlas Integrated

Creative Director | *October 2012 - June 2015*

- Directed the design and production of high-impact web apps, brand systems, and marketing campaigns for an award-winning agency.

Placewise

Senior Product Designer | *July 2009 - October 2012*

- Led UX design and research for iOS and web apps, high-traffic websites, and digital experiences for retail and e-commerce clients.
- Guided junior designers with art direction to achieve cohesive, user-centric designs.

EDUCATION

Associate Degree in Graphic Design, The Art Institute of Colorado

Front-End Web Development Certificate, General Assembly

SKILLS

Product Design • UX Research • Interaction Design • Experience Strategy • Mobile Design
Service Design • Wireframing • User Flows • Journey Mapping • Rapid Prototyping

EXPERTISE

AI / GenAI • Conversational AI • LLMs • Machine Learning Integration • Information Architecture
Sentiment Analysis • Accessibility • Design Systems • Data Visualization • Agile/Scrum

TOOLS

Figma • Adobe XD • Sketch • Photoshop • UserTesting • UserZoom • Optimal Workshop • Dialogflow
InVision • Illustrator • PowerPoint • Excel • JIRA

INDUSTRIES

Consumer Goods • Finance • Blockchain • Healthcare • Customer Service • Education • E-commerce
Retail • Consulting • Pharmaceutical • Tourism • Not-for-Profit

ENDORSEMENTS

“Ross is one of those people who is always there. He rolls up his sleeves and is ready to jump in to help wherever he can. He crafts and delivers best-in-class designs that truly deliver on the expectations from users.”

— **Christina Melton**, Director, AI and Digital Innovation, KPMG

“Ross is a truly inspired designer. His commitment to craft and process is evident in both his work and his can-do approach to managing tasks. He’s hardworking, smart, and dedicated to delivering meaningful user experiences.”

— **Justin Cravalho**, Product Design Director, KPMG

“Ross Kraemer is a UX guru and Figma ninja warrior!”

— **Glen Carpenter**, Software Engineer, cxconnect.ai

“Ross's collaborative spirit differentiates him from the crowd. He excels at working cross-functionally, seamlessly integrating feedback from product managers, developers, and stakeholders to ensure that the final product not only meets but exceeds expectations. His approachable demeanor and excellent communication skills make him a natural team player who brings out the best in those around him.”

— **Cody Lancaster**, Chief Financial Officer, cxconnect.ai

“Thank you for just being so damn reliable and reading the room and knowing how to do the things without me asking.”

— **Sara Holcombe**, Associate Director, Experience Design, Kraft Heinz

“Ross is an incredibly talented, thoughtful, provocative, and strategic designer. He brought consistently incredible thinking and design output. He is also a great coach—he has a heart for growing people’s talent and helping get the best out of individuals.”

— **Peter Centofante**, Director, Product & Design, KPMG