

# JOELLE MORIARTY

Product Strategy Leader

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## PROFESSIONAL SUMMARY

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Product strategy leader with 8+ years reframing ambiguous, org-wide problems into enterprise capabilities, then building the decision frameworks and operating models cross-functional teams adopt and run independently. Proven record of converting organizational swirl into funded, C-suite-sponsored programs. Depth across product strategy, platform strategy, operating-model design, and design leadership as both an individual contributor and a people leader.

## CORE SKILLS

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Systems Thinking & Architecture, Product Strategy & Positioning, Technical Blueprinting, Cross-Functional Leadership, Operating-Model Design, Experience Auditing, Agile Product Development, Generative & Evaluative Research, Storytelling & Stakeholder Management, People Management & Talent Development, Workshop Design & Facilitation

## PROFESSIONAL EXPERIENCE

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### Senior Product Manager, Relevancy Strategy & Connected Platforms | Kroger | Cincinnati, OH | March 2025 – Present

- Repositioned personalization capabilities as an enterprise decision engine, secured \$4M+ in funding to lead a C-suite-sponsored initiative, aligned 16+ partner teams around a shared vision with no direct authority.
- Built portable frameworks (e.g. a channel-agnostic decision matrix; a value equation exposing the hidden cost of bespoke work) designed to work without me in the room.
- Converted a solo, horizontal role into a funded, co-led program, distributing ownership across a tri-pod leadership model rather than centralizing it.

### Senior Product Designer, Cross-Company Data Strategy | Kroger | Cincinnati, OH | January 2024 – March 2025

- Served on a senior tiger team defining how to unify customer data for a major grocery integration under extreme ambiguity: no precedent, legal scrutiny, and a moving timeline.
- Named the problem no one would own, inevitable customer "collision," and structured it into an actionable taxonomy and resolution approach; set hard rules to protect customer trust and consent.
- Built identity-resolution and collision frameworks that outlived the transaction that created them, and now exist as the enterprise's reference model for combining customer data.

### Senior Manager, Product Design, Omnichannel Experiences | Kroger | Cincinnati, OH | January 2022 – January 2024

- Authored a multi-year vision for the In-Store Product Domain, positioning brick-and-mortar as a channel to augment, not replace.
- Influenced eCommerce-obsessed leadership to invest in its largest, most-ignored customer base: in-store shoppers.
- Connected five siloed features into one portfolio, sequenced and shipped incremental improvements that led to +25% AOV, +23% unique customers, exit rate ~10% to near-zero.
- Built and led a team of mid/senior designers, established a culture that carried the domain's strategic arc beyond my tenure.

### Product Designer, In-Store Experiences | Kroger | Cincinnati, OH | November 2020 – January 2022

- Led new feature development for Store Maps and Shopping List, the first tangible proof that augmentation, not replacement, drove customer and business value.
- Partnered across Product, Engineering, and enablement teams to ensure experience and brand consistency.

### User Experience Designer, Store Mode & Scan Bag Go | Kroger | Cincinnati, OH | July 2019 – November 2020

- Led a customer-facing pilot for Scan Bag Go, pivoted the Store Mode roadmap in response to market changes in the early stages of the COVID-19 pandemic.
- Championed efforts to mature Kroger's user research practice and design-process documentation.

### Experience Design Intern | VMLY&R | June 2018 – August 2018

### Brand Experience Consultant | Envera Health | January 2018 – May 2018

## EDUCATION

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M.S. Business/Branding, Concentration in Experience Design | VCU Brandcenter | 2019

B.A. Communication Design, Minors in Religious & Leadership Studies | Elon University | 2017

## CERTIFICATIONS & RECOGNITION

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Nielsen Norman Group UX Strategy, LUMA Human-Centered Design, Stellar Performance Emerging Leadership, Progressive Grocer GenNext Honoree, Top Women In Grocery Rising Star Honoree