KAYLEIGH **COOPER**

STAFF PRODUCT DESIGNER · COMPLEX ENTERPRISE SYSTEMS & WORKFLOWS

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SUMMARY

Staff product designer with 10+ years in complex enterprise systems, from Walmart merchandising and supply chain tools to multi-user accounts, risk and multi-country compliance at eBay. Known for connecting the dots across systems, untangling messy processes, and aligning product, engineering, legal and policy partners on workflows that balance user needs, business goals and regulation. AI-first in practice, prototyping with AI to test complex logic and speed up decisions. Trained in graphic design, with strong visual craft.

EXPERIENCE

eBay — Staff Product Designer, Risk, Compliance & Regulatory — **Nov 2023 – Oct 2026**

- Standardized identity verification across eBay web and app, designing the first native verification flows, shared page templates and a common identity data-collection component reused sitewide.
- Led design for eBay's next identity verification experience under 2027 EU rules and eBay Balance, including secure third-party handoffs and an EU digital identity wallet option.
- Merged two teams' overlapping work into one Issue Resolution Center through an 8–week concept sprint, leading design across three teams to an MVP that lets sellers resolve account holds without support.
- Helped define eBay's sitewide seller messaging structure across email, in-app banners, notifications and to-dos.
- Led design for Team Access, eBay's multi-user account system: roles and permissions, delegated access, account switching and dashboards. Launched Phase 2.
- Proposed an AI-assisted restructure of DSA reporting flows that the team adopted over a quick fix, and designed trader-transparency flows for view item pages and eBay Live.
- Led a 3–week AI concept sprint and proofs of concept for AI-assisted regulatory guidance and appeals.
- Mentored designers and interns, helped hire three designers, and created a Figma file framework adopted team-wide.

Walmart — Senior UX Designer, Supply Chain — **Oct 2021 – Nov 2023**

- Replaced a paper reclaims process that varied by distribution center with one standardized digital workflow across all Walmart DCs, targeting $20M+ in annual savings.
- Designed warehouse tools for product movement, inventory diagnostics and quality control, grounded in on-the-floor research with associates.
- Contributed to a shared design system for consistent tools across the supply chain network.

EXPERIENCE, CONTINUED

Tyson Foods — UX Manager / Product Owner — Sep 2020 – Oct 2021

- Grew tysonfoodservice.com traffic 300%+ by leading digital customer experience strategy across web, email and social.
- Led design of a gated operator portal and community forum with external agencies, and planned the Drupal CMS migration.

Walmart — UX Designer → Senior UX Designer, Merchandising Systems — Jun 2016 – Sep 2020

- Designed internal merchandising tools across cost and negotiation, pricing, assortment, order management, replenishment and performance dashboards, working directly with merchants and suppliers.
- Helped lead a 12-week concept sprint for Walmart's first negotiation tool, prototyping a web app that brought supplier performance, cost levers and opportunities into one view to support a $3B cost-savings goal.
- Led design and product management for the Order Management System across Walmart, Sam's Club and international markets, replacing multiple green screens and email approvals with one web-based flow.
- Designed the Enterprise Assortment System, replacing Excel downloads and tribal knowledge with a guided product-universe workflow and a selection-tree pattern reused across products.
- Led the Picasso pattern library, inventorying and designing shared custom components with front-end engineers.

Earlier roles

Graphic Designer, Ivie & Associates — Oct 2015 – Jun 2016

Graphic Designer / Marketing Assistant, United Way of Northwest Arkansas — Dec 2014 – Aug 2015

SKILLS

Strategy & systems	Systems thinking, end-to-end process improvement, service mapping, information architecture, multi-user accounts and role-based access, compliance design, workshop facilitation, roadmap planning
Craft	Interaction and visual design, accessibility (WCAG), design systems, responsive web, native iOS and Android, prototyping, AI-assisted experience design, visual QA with engineering
Research	Study planning, usability and prototype testing, field research, competitive analysis, heuristic review
Tools	Figma (components, variables, file architecture), FigJam, AI prototyping (Claude Code, Figma Make, Vercel), Adobe Creative Suite, Drupal, HTML/CSS

EDUCATION

University of Arkansas, Fulbright College of Arts and Sciences — 2014

B.A. in Art, Graphic Design & Photography · B.A. in Journalism, Advertising & Public Relations