Product Design Leader building and scaling UX organizations for the enterprise.

JD McCulley
Denver, CO

CONTACT

PHONE
(720) 530-2896

EMAIL
jdmcculley@me.com

LINKEDIN
linkedin.com/in/jdmcc

WEBSITE
jdmcculley.com

THREE PILLARS

TEAM BUILDER

Servant leader who builds design functions from zero, scales through growth, and stays close to the work

CRAFT + JUDGMENT

25+ years hands-on across enterprise, startup, and agency means the eye is earned, not theoretical

DESIGN-LED AI

Design governs where, when, and how AI is applied — human intent before automation, judgment over output

SKILLS

EXECUTIVE LEADERSHIP & STRATEGY

- UX & Product Strategy
- Organizational Design
- Executive Stakeholder Alignment
- Servant Leadership

SYSTEMS & DELIVERY

- Design Systems
- Platform Thinking
- Agile UX Operating Models
- Cross-Functional Product Delivery
- Design-Led AI Workflows

EDUCATION

Texas Tech University
Management Info Systems

AUG 1995 – DEC 1998

Wayland Baptist University
BBA, Management Info Systems

JAN 1999 – DEC 2000

Product design leader with 25+ years building UX organizations across Fortune 500 retail, B2B cybersecurity, and high-growth startups. Leads UX strategy and execution for enterprise platforms serving millions of users — driving growth, engagement recovery, revenue enablement, and risk reduction. I practice design-led AI: design governs where, when, and how AI is applied, with human intent before automation and design judgment over output. Player-coach, not corner office.

EXPERIENCE

○ JAN 2022 – JAN 2026

Dollar General × Agilitee | Remote

Sr. Director of Product Design — Embedded via Agilitee

Led Agilitee's UX practice while serving as embedded product design director for a Fortune 500 retailer. Owned UX strategy and execution across App, Web, POS, OMS, and in-store platforms serving millions of active customers. Built and led a multidisciplinary design and research team supporting multiple product pods; digital user base more than doubled during tenure.

Drove UX strategy for Cash Back and Same-Day Delivery initiatives, scaling programs from pilot to nationwide rollout across thousands of stores; Cash Back achieved nearly 3× YoY clip growth. Led redesign of myDG Wallet to reverse double-digit engagement decline, consolidating fragmented rewards, deals, and payment experiences into a centralized platform. Influenced executive roadmap prioritization through embedded research and close partnership with CDO, Product, and Engineering leadership.

Enabled advertising and CPG revenue growth through UX-led ad placements and seasonal gamification, driving 130%+ YoY engagement growth. Led UX execution for a 1,000+ deliverable website migration across distributed, multi-time-zone teams. Directed redesign of risk-based authentication and TFA flows, reducing user friction while maintaining security and compliance standards — integrating AI into the design workflow to compress multi-sprint efforts into weeks while simultaneously managing team capacity across four workstreams.

Established tokenized design systems for both DG and pOpshelf brands — shared component architecture, naming conventions, and custom Figma workflows adopted across engineering teams — building the systematic foundation required for AI-accelerated design iteration and consistent design-to-development handoff. Implemented an Agile UX operating model including sprint planning, cross-functional reviews, and embedded research rhythms. Served as the bridge across the full product lifecycle — spanning research, design, QA, and development — championing the process changes that enabled a smaller team to deliver at enterprise speed. Built team culture rooted in servant leadership: protecting focus time, removing blockers, and maintaining hands-on contribution alongside strategic oversight.

○ DEC 2016 – JAN 2022

Swimlane | Louisville, CO

Sr. Director of UI/UX

Early design leader responsible for establishing and scaling the UI/UX function through Series A, B, and C growth. Built the design organization from individual contributor to team leadership, defining standards, processes, and culture.

Led end-to-end product design for enterprise B2B SOAR (Security Orchestration, Automation, and Response) platform serving Fortune 500 security operations teams. Translated complex automation workflows into intuitive interfaces that reduced analyst fatigue and accelerated incident response.

○ JUN 2013 – DEC 2016

Anabliss | Denver, CO

Sr. Interactive Director

Led digital strategy and delivery at boutique agency, owning full digital team across diverse client portfolio including Denver Public Schools, The Aspen Institute, and Prime Health. Served as embedded product designer at SendGrid during transactional email platform redesign — first embedded partnership model that became the foundation for later enterprise engagements.

Owned product design for The Aspen Institute's Core Ready Schools platform — a national web application helping schools transition to Common Core, including self-assessment tools, data dashboards, and onboarding flows delivered to schools across the country.