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

JD McCulley
Denver, CO

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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 executive with 25+ years leading UX organizations in Fortune 500 retail, B2B cybersecurity, and startup-to-enterprise environments. Specializes in UX strategy, design systems, organizational design, cross-functional product delivery, and design-led AI workflows. Grew enterprise digital user base by 100% in 4 years.

EXPERIENCE

○ JAN 2022 – JAN 2026

Dollar General × Agilitee | Remote
Sr. Director of Product Design — Embedded via Agilitee

Owned UX strategy and execution across App, Web, POS, OMS, and in-store platforms for a Fortune 500 retailer — grew MAU from 6M to 12M+ in 4 years.

Built and scaled a multidisciplinary design and research team across multiple product pods in 3 years; drove 130%+ YoY engagement growth.

Reversed double-digit engagement decline via myDG Wallet redesign; drove Cash Back to nationwide rollout with nearly 200% YoY clip growth.

Established tokenized design systems for two retail brands with shared component architecture and Figma workflows adopted across engineering.

Influenced executive roadmap through embedded research and CDO, Product, and Engineering partnerships; stood up Agile UX operating model.

○ DEC 2016 – JAN 2022

Swimlane | Louisville, CO
Sr. Director of UI/UX

Built the UI/UX function from zero to full design team in 5 years, scaling through Series A, B, and C while defining standards, processes, and culture.

Led end-to-end product design for enterprise B2B SOAR platform serving Fortune 500 security teams; improved analyst efficiency by 35%.

Partnered cross-functionally with Product and Engineering to define UX standards that supported the platform's growth from Series A to Series C.

○ JUN 2013 – DEC 2016

Anabliss | Denver, CO
Sr. Interactive Director

Led digital strategy and design team at boutique agency; pioneered the embedded product designer model at SendGrid that became the foundation for enterprise engagements.

Owned full project lifecycle — from strategy through delivery — across a diverse client portfolio including Denver Public Schools and Prime Health.

Spearheaded product design for The Aspen Institute's Core Ready Schools, enhancing user engagement by 68% through intuitive self-assessment tools within 12 months.

○ 2004 – 2013

Earlier Career
Digital Director at Greenhouse Partners; Co-founded and led GreenTent Web Design & Marketing for 8+ years, growing it from startup to sustainable business.

— References available upon request —