

JD McCulley

PRODUCT DESIGN LEADER

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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.

WORK EXPERIENCE

Dollar General x Agilitee • Remote • 01/2022 - 01/2026

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 5M to 6.6M+ (+20.9% YoY) with trajectory toward 12M+.
- Built and scaled a multidisciplinary design and research team across multiple product pods; drove 130%+ YoY engagement growth through myDG Wallet redesign that reversed double-digit decline.
- Drove Cash Back program from pilot to nationwide rollout — \$9M in customer savings, 191% YoY clip growth, 209% YoY redemption growth. Launched Same-Day Delivery UX across 2,000+ pilot stores with roadmap to 15,500+ locations.
- Led UX execution for 1,200+ deliverable website migration across 52 team members spanning 12 time zones; directed RBA and TFA redesign preventing 75,000 user dead-ends and increasing email verification from 28% to 45%+.
- Established tokenized design systems for DG and pOpshelf brands with shared component architecture and Figma workflows adopted across engineering — building the foundation for AI-accelerated design iteration.
- Integrated AI into design workflow to compress multi-sprint efforts into weeks; managed team capacity across four concurrent workstreams while maintaining hands-on contribution alongside strategic oversight.
- Influenced executive roadmap through embedded research and CDO, Product, and Engineering partnerships; stood up Agile UX operating model with sprint planning, cross-functional reviews, and embedded research rhythms.

SKILLS

EXECUTIVE LEADERSHIP & STRATEGY

- UX & Product Strategy
- Organizational Design
- Executive Stakeholder Alignment
- Team Building & Talent Development
- Servant Leadership
- Research-Informed Decision Making

SYSTEMS & DELIVERY

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

DESIGN INFRASTRUCTURE

- Figma Enterprise & MCP
- Claude Code
- Design Tokens / System Architecture
- AI-Assisted Design Workflows

EDUCATION

BBA, Management Info Systems

Wayland Baptist University
01/1999 - 12/2000

Swimlane • Louisville, CO • 12/2016 - 01/2022

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; translated complex automation workflows into intuitive interfaces that reduced analyst fatigue and accelerated incident response.
- Partnered cross-functionally with Product and Engineering to define UX standards that supported the platform's growth from Series A to Series C.

Anabliss • Denver, CO • 06/2013 - 12/2016

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 diverse client portfolio including Denver Public Schools, The Aspen Institute, and Prime Health.
- Spearheaded product design for The Aspen Institute's Core Ready Schools, delivering intuitive self-assessment tools that drove measurable engagement improvements.

Greenhouse Partners • Boulder, CO • 04/2012 - 06/2013

Sr. Digital Director • Full-time

- First director-level role at a Boulder-based brand strategy and creative firm known for its "Whole Brand" methodology — aligning internal culture with external brand identity. Led digital strategy and delivery across a family of companies including Greenhouse Scholars, Baja Brewing Company, and The18.
- Directed the digital team across all agency projects; owned client presentations, project management, and vendor relationships. Collaborated across research, brand strategy, creative, and stakeholder experience disciplines to deliver holistic brand solutions for national clients.

GreenTent Web Design & Marketing • Denver, CO • 01/2004 - 03/2012

Co-founder, Digital Design • Full-time

- Co-founded and led web design and marketing firm for 10+ years; owned creative direction, UX design, graphic design, and front-end development (HTML/CSS/JavaScript) across full project lifecycle.
- Won 2008 W3 Silver Award for Good Seed (web design category); built reputation for accessible, standards-based design serving non-profit, small business, and professional services clients.

Management Info Systems

Texas Tech University

08/1995 - 12/1998