

JD McCulley

Director of Product Design & UX – AI-Augmented Design | Player-Coach

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PROFESSIONAL SUMMARY

Product design leader with 25 years in design, 8 at director-altitude across Fortune 500 retail and enterprise B2B cybersecurity. The 17 IC years underneath are why the player-coach posture is real: I set the vision, own the quality bar, and stay hands-on. I practice AI-augmented design: AI does the volume, design judgment does the taste. Design governs where, when, and how AI is applied.

PROFESSIONAL EXPERIENCE

Ellev8 Solutions

Founder & Principal Design Lead Feb 2026 – Present • Denver, CO (Remote)

Independent design practice and working lab for AI-era design leadership: taking products from strategy through shipped software.

- Designed, coded, and deployed a full production portfolio site end to end, including an interactive design-process system
- Built a repeatable orchestration pattern that carries design intent to shipped software, compressing multi-week build cycles into days by directing AI agents (Claude Code, Figma MCP)
- Advise early-stage founders on product strategy, information architecture, and design systems

Dollar General × Agilitee

Sr. Director of Product Design – Embedded Client Lead Jan 2022 – Jan 2026 • Remote

Embedded design leader (through Agilitee) for Dollar General's digital ecosystem. Reported to the CDO; grew digital user base from 5M to 12M+ MAU.

- Led an eight-person design and research team across App, Web, POS, OMS, and in-store platforms
- Reversed a double-digit engagement decline via myDG Wallet redesign, reaching 130%+ YoY engagement growth
- Drove DG Cash Back from pilot to nationwide rollout: \$9M in customer savings, nearly 3x YoY clip growth, 2x+ redemption growth
- Launched Same-Day Delivery UX across 2,000+ pilot stores with a roadmap to 17,000+ locations
- Redesigned risk-based authentication, preventing 75,000 potential user dead-ends and lifting email verification from 28% to 45%+
- Established tokenized design systems for DG and pOpshelf, plus AI-orchestrated workflows (agent orchestration across Claude Code and Figma MCP) that compressed multi-sprint efforts into weeks

Swimlane

Director of UI/UX Dec 2016 – Jan 2022 • Louisville, CO (Hybrid)

Built the UI/UX function from zero at a cybersecurity SaaS startup, scaling through Series A, B, and C.

- Grew from first design hire to a full team; the design partnership model with Product and Engineering survived three funding rounds
- Designed orchestration and automation workflows for security analysts in zero-tolerance-for-error environments
- Built a 100+ component design system from scratch; created the interaction patterns that evolved into Turbine Canvas, Swimlane's low-code playbook and AI agent builder
- Designed the pre-launch foundation for Swimlane Turbine, now the company's flagship agentic AI automation platform

Early Career

Interactive Director, Digital Director, Co-founder Jan 2004 – Dec 2016 • Anabliss, Greenhouse Partners, GreenTent (co-founded)

Progressive design leadership across Denver agencies and an 8-year bootstrapped firm I co-founded.

- Pioneered the embedded product designer model at SendGrid, the pattern that later defined the Dollar General engagement
- Led digital strategy for clients including The Aspen Institute, Denver Public Schools, and SendGrid
- Co-founded and ran a profitable web design firm for 8+ years; 2008 W3 Silver Award

SKILLS AND FOCUS AREAS

LEADERSHIP: Product Design Leadership • UX Strategy • Team Building & Mentorship • Cross-Functional Product Delivery

AI & SYSTEMS: AI-Augmented Design • Agent Orchestration • Agentic AI • Design Systems • Figma • Claude Code

DOMAIN: Enterprise B2B SaaS • Fortune 500 Retail • E-commerce • Data-Informed Design

EDUCATION

Wayland Baptist University — BBA, Management Information Systems

Texas Tech University — Management Information Systems (3 years)