

JD McCulley

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

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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.

WORK EXPERIENCE

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

Sr. Director of Product Design — Embedded via Agilitee

- Owned UX strategy and execution across App, Web, 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 — 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.

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; 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.

SKILLS

EXECUTIVE LEADERSHIP & STRATEGY

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

SYSTEMS & DELIVERY

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

EDUCATION

BBA, Management Info Systems

Wayland Baptist University
01/1999 - 12/2000

Management Info Systems

Texas Tech University
08/1995 - 12/1998

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 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.