

JD McCulley

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Product Design Leader

Product design leader with 15+ 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

Dollar General × Agilitee | Remote

Sr. Director of Product Design — Embedded via Agilitee

Jan 2022 – Jan 2026

- Owned UX strategy and execution across App, Web, POS, OMS, and in-store platforms for a Fortune 500 retailer — grew digital user base from 5M to 12M+ MAU (+20.9% YoY) following company expansion strategy.
- Built and led a multidisciplinary design and research team supporting multiple product pods; reversed double-digit engagement decline via myDG Wallet redesign — consolidating fragmented rewards, deals, and payment experiences into a centralized platform that achieved 130%+ YoY engagement growth.
- Drove Cash Back and Same-Day Delivery from pilot to nationwide rollout — Cash Back achieved \$9M in customer savings with 191% YoY clip growth and 209% YoY redemption growth; Same-Day Delivery launched across 2,000+ pilot stores.
- Supported \$18M DGMM onsite advertising revenue goal through GAM integration, Criteo display placements, native ad implementations, and seasonal gamification. Led UX for a 1,200+ deliverable website migration across 52 team members spanning 12 time zones.
- Directed redesign of risk-based authentication and TFA flows — preventing 75,000 potential user dead-ends and increasing email verification from 28% to 45%+ while maintaining security and compliance standards.
- Established tokenized design systems for DG and pOpshelf brands — shared component architecture, naming conventions, and custom Figma workflows adopted across engineering. Integrated AI into the design workflow to compress multi-sprint efforts into weeks.
- Implemented Agile UX operating model with sprint planning, cross-functional reviews, and embedded research rhythms. Influenced executive roadmap through CDO, Product, and Engineering partnerships. Built team culture rooted in servant leadership: protecting focus time, removing blockers, and maintaining hands-on contribution.

Swimlane | Louisville, CO

Sr. Director of UI/UX

Dec 2016 – Jan 2022

- Led end-to-end product design for Swimlane's enterprise SOAR platform serving Fortune 500 security operations teams; designed the orchestration workflow experience that became the foundation of Swimlane Turbine, now the company's flagship agentic AI automation platform.
- Built the UI/UX function from zero to full design team in 5 years, scaling through Series A, B, and C; defined design processes, user research practices, usability testing standards, and team culture that supported platform growth and product-market fit.
- Partnered cross-functionally with Product and Engineering to establish design system foundations, shared component libraries, and Figma workflows; ensured consistency and quality across growing product suite in security and workforce automation domain.
- Designed orchestration and automation workflows for security analysts in high-stakes, zero-tolerance-for-error environments; created the interaction patterns for playbook building, case management, and threat response that evolved into Turbine Canvas, Swimlane's low-code playbook and AI agent builder.
- Designed and shipped the Swimlane Marketplace experience enabling third-party integrations and content packs; created patterns for partner onboarding, content discovery, and configuration that scaled the platform ecosystem.

Anabliss | Denver, CO

Sr. Interactive Director

Jun 2013 – Dec 2016

- 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.
- 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

Sr. Digital Director

Apr 2012 – Jun 2013

- 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 all projects within the agency, owning client presentations, project management, and vendor relationships while operating at a larger scale with national brand clients.

GreenTent Web Design & Marketing | Denver, CO

Co-founder, Digital Design

Jan 2004 – Mar 2012

- Co-founded and led web design and marketing firm for 8+ years, providing full-stack digital services to non-profit, small business, and professional services clients.
- Owned creative direction, UX design, graphic design, and front-end development across the entire project lifecycle. Won the 2008 W3 Silver Award for Good Seed in the web design category.

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, Team Building & Talent Development, Research-Informed Decision Making

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

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

EDUCATION

Wayland Baptist University

BBA, Management Information Systems | Jan 1999 – Dec 2000

Texas Tech University

Management Information Systems | Aug 1995 – Dec 1998

AWARDS

2008 W3 Silver Award — Good Seed (Web Design Category)