

Sharon Carter

Director of Product Design & UX Strategy

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SUMMARY

Product Design and UX leader with 20+ years scaling design, research, and platform delivery across regulated industries. Double-diamond design process utilized to align partners across business, product, and engineering. Budget accountability up to \$135M; delivered \$274M+ in measurable outcomes across four business verticals, partnering with Product and Engineering leadership at every step. Builds and protects research rigor as a strategic discipline, integrates AI-enabled workflows into daily practice and team standards, and translates ambiguous business problems into clear, actionable requirements. Develops and governs scalable design systems built to execute quickly.

CORE COMPETENCIES

Product Design & UX Leadership • Double-Diamond Design Process • Generative & Evaluative Research Rigor • AI-Enabled Design & Research Workflows • Design Systems & Standards (Adoption at Scale) • Cross-Functional Partnership (Product, Technology, Analytics, Compliance) • Executive & Board-Level Stakeholder Management • Team Scaling, Coaching & Mentorship (4 to 91) • Organizational Friction Diagnosis & Process Design • Regulated Industry Compliance (FCRA, PCI-DSS)

TOOLING & FRAMEWORKS

AI-Enabled Workflows: Claude, NotebookLM, Copilot, Gemini, MidJourney

Design & Research: Figma, Miro, Adobe Creative Suite, Pendo, Usability Testing, OOUX

Frameworks: Pragmatic Marketing, Jobs-to-Be-Done, Agile, OKR Design, Measurement Frameworks

Platforms: Workday, Enterprise CMS, ServiceNow, Salesforce

EXPERIENCE

Director, User Experience — The Home Depot

35-person org (90 at peak) across 4 owned divisions: HR, Finance, Payments, Supply Chain | \$135M budget | Through April 2026

- Led the Associate Experience (AX) team, partnering with HR on onboarding and attrition research applied across digital and offline processes company-wide, reducing enterprise attrition by 600 bps and preserving \$86M annually.
- Partnered with Supply Chain and Engineering leadership on driver-delivery route optimization, leading research and design direction that delivered \$10.4M in measurable savings.
- Operated within Home Depot's double-diamond design process across enterprise divisions, keeping research-driven insight connected to shipped decisions at scale.
- Orchestrated nationwide research initiative spanning 16 states and 400+ stores in 3 days, surfacing systemic friction invisible in any single market and directly informing \$86M in prioritized investment decisions.
- Stood up enterprise UX measurement framework using Pendo; owned monthly analytics, OKR tracking, and EVP/VP reporting — achieved 33–48% usability gains.
- Led build-vs-buy evaluation for Supply Chain Logistics, assessing 5 vendor solutions against a phased in-house build designed to eliminate third-party tooling dependency over 5 years.
- Applied Jobs-to-Be-Done framing to align EVP-to-associate stakeholders; launched industry-first real-time delivery tracking for consumer and Pro customers across mobile and web.

Senior Manager, User Experience — The Home Depot

Enterprise workforce platform design (Workday) across 2,500+ facilities serving 500K+ associates

- Led UX strategy for enterprise Workday implementation serving 500K associates, elevating critically low usability scores ahead of a hard day-1 deadline.
- Mobilized cross-functional response to deliver COVID-era touchless time-tracking, eliminating 1B+ annual physical interactions across the workforce.
- Directed product design for the Path to Pro national workforce initiative; prototyped the MVP for a program that scaled to 60,000+ graduates.
- Grew team from 4 to 16 professionals; built career paths and mentorship programs still in use today.

Senior Director, User Experience — Autotrader / Cox Automotive

25-person org | End-to-end platform design across consumer marketplace

- Protected \$65M+ in annual revenue by leading responsive platform conversion ahead of a major Google algorithm change.

- Drove ML-powered personalized search across cross-platform data spanning Autotrader, KBB.com, and Dealer.com; embedded Pragmatic Marketing into discovery practice.
- Delivered digital retailing platform enabling consumers to pencil deals, calculate payments, and reserve vehicles at scale.

Senior Director, User Experience — Worldpay

12-person org | PCI-DSS regulated omnichannel payments serving 125K+ merchants

- Built product execution practice from the ground up; led platform execution for the Worldpay Total omnichannel solution across mPOS, in-store, and virtual terminal — system-to-system integration spanning hardware, software, and merchant-facing apps within PCI-DSS compliance.
- Replaced a 34-page compliance document with a 1-page visual guide and education ecosystem, achieving 100% upgrade success, zero support calls, and \$1M+ saved in the first 30 days across 125K merchants.

Director, Experience Design — Macquarium (Digital Consultancy)

Client-facing engagement leadership for enterprise and financial services clients

- Led full Wells Fargo consumer digital engagement — discovery, heuristic review, competitive analysis, OOUX, prototyping, and lab usability — design still in market.
- Presented strategic recommendations and fintech competitive landscape insights directly to client executives, redirecting product strategy.

Director, Equifax Secure — Equifax

Identity verification & digital certificate services

- Led identity verification and digital certificate product work within Equifax Secure, the business unit acquired in 2001 to become the founding basis of GeoTrust, now part of DigiCert.

Director, Personal Solutions — Equifax

Grew and led UX team from 1 to 12 professionals | Consumer-facing credit, identity, and risk products

- Built and launched a portfolio of consumer risk and identity products, including single-bureau and tri-bureau credit scores, ID theft protection, and credit freeze — establishing consumer-facing capabilities in identity and fraud protection years ahead of their eventual industry consolidation into standard packaged offerings.
- Redesigned Equifax.com and the consumer credit report, earning 2001 Newsweek Best New Product recognition, a 2004 Web Design Award for Outstanding Site Redesign, and a 2005 WebAward for Outstanding Achievement in Web Site Development; named by Kiplinger's as the most user-friendly credit report in the industry.
- Delivered ecommerce platform and an insurance product extending the consumer suite; grew the design team from a single contributor to a 12-person practice to support the expanding portfolio.
- Partnered with Product and Engineering leadership to design and deliver 10 new products, contributing to company growth from \$2M to over \$114M in revenue in four years.

Senior Director, Enterprise Web Strategy — Equifax

Promoted; returned to business solutions | 12-person org across 33 platforms in 10 countries / 4 languages

- Operated within FCRA-governed, globally regulated consumer data environment — direct parallel to LexisNexis Risk Solutions' regulatory profile.
- Architected enterprise CMS platform across 10 countries and 4 languages; delivered on-time and under budget.
- Reduced enterprise web costs by 55% through consolidation of 32 redundant sites globally; designed first enterprise shopping cart with patented authentication, driving a 5% conversion increase and 200% cross-sell/upsell lift.

Earlier Career

- Co-Founder / Chief Experience Officer, VUELogic (SaaS analytics startup) — owned product strategy, business development, and end-to-end design.
- User Experience Strategist, IHG — produced 3-year UX roadmap across 11 hotel brand sites; persona research directly informed the EVEN Hotels brand.
- User Research Specialist, Travelport — built UX practice from the ground up; research shaped Smartpoint, now the flagship platform at v11.5, over a decade later.
- User Research Analyst, CMGDigital (Cox Media Group) — led research restructuring content delivery across 200 media sites.
- UI Developer / e-Content Specialist, The Home Depot — second hire on the team that built HomeDepot.com from scratch.

EDUCATION

M.S., Information Technology — American Intercontinental University | B.F.A., Media Communications — Valdosta State University