

SHARON CARTER

CREATING CUSTOMER VALUE AT EVERY TOUCHPOINT



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TheExperienceLedger.net

EDUCATION

**MASTERS /
INFORMATION TECHNOLOGY**

American Intercontinental
University, Atlanta, Georgia
1998 - 2000

**BACHOLAR, FINE ARTS /
MEDIA COMMUNICATIONS**

Valdosta State University,
Valdosta, Georgia
1987-1991

EXPERTISE

- User Experience Strategy
- User Research
- User-Centered Design
- Service Design
- Data Analytics
- UX Measurement
- Ai/ML Innovation

AWARDS

THE AMY AWARDS

Atlanta Marketing Association
2016-2017

COMMUNICATOR AWARDS

Academy of Interactive &
Visual Arts
2016-2017

PROFESSIONAL PROFILE

Strategic UX leader who delivers ROI, \$161M+ in measurable business outcomes. Serial team builder who has built, scaled, and transformed UX organizations across six companies, from co-founding a startup to leading enterprise teams of 91 professionals. I don't just improve experiences, I translate research into revenue, usability into productivity, and insights into action.

WORK EXPERIENCE

DIRECTOR, USER EXPERIENCE, HR, FINANCE, SUPPLY CHAIN

Home Depot, Atlanta, GA | Current

Led UX strategy for HR, Finance, Payments, and Supply Chain platforms, managing teams of 33-91 professionals across enterprise systems serving 500K+ associates.

Research at Scale

- Pioneered Home Depot's first nationwide UX research initiative — mobilized UX professionals across peer Directors' teams to conduct associate research across 16 states and 400+ stores in 3 days
- Established UX measurement and governance framework across Supply Chain portfolio; achieved 33-48% usability gains, with IPR reaching sustained excellent performance (81+) and Warehousing maintaining 27% elevation over baseline
- Implemented Pendo across Supply Chain for proactive UX measurement; standardized dashboards by DC type, aligned OKRs with Product and Business, reported metrics to EVP monthly.
- Established UX measurement and governance framework across Supply Chain portfolio; achieved 33-48% usability gains, with IPR reaching sustained excellent performance (81+) and Warehousing maintaining 27% elevation over baseline

Driving ROI

- Orchestrated enterprise attrition reduction initiative across 7 executive divisions; identified systemic friction points in onboarding that reduced short-term attrition by 600 basis points — \$86M in annual replacement costs preserved
- Delivered 18.7% increase in warehouse productivity (UPH) through Spring Readiness application enhancements
- Enabled \$10.4M in projected cost savings through driver delivery workflow optimization
- Built associate scheduling ecosystem achieving 80% adoption with 3-4x weekly engagement among 400K frontline workers; delivered pay transparency and shift marketplace enabling associate-controlled flexibility

SKILLS

WORK EXPERIENCE (CONTINUED)

Innovation

- Pioneered voice picking solution achieving a 30% increase in pick speed, eliminating handheld device friction; deployed Spanish language support using AI-assisted development in response to associate feedback

SENIOR MANAGER, USER EXPERIENCE, HR, FINANCE, PAYMENTS

Home Depot, Atlanta, GA | Current

Led UX for HR, Finance, and Payments platforms, growing the teams by 2x and establishing UX as a strategic partner to HR leadership.

- Co-created Path to Pro national workforce initiative within first 60 days; conducted user research with prospective applicants, designed and built MVP prototype in Sketch, enabling executive pitch that secured program funding; hired UX team to support growth to 60,000+ graduates and 100,000+ candidates
- Directed UX strategy for enterprise Workday implementation serving 500K associates across 2,500+ US/Canada facilities; elevated critically low usability scores through targeted interventions ensuring day-1 readiness, eliminating operational risk for enterprise-scale deployment
- Mobilized cross-functional UX response deploying COVID-era workforce solutions in 2 months, delivering touchless time-tracking (eliminating 1B+ annual physical interactions), emergency pay clarity tools, and real-time scheduling visibility across distribution network

SENIOR DIRECTOR, USER EXPERIENCE

Autotrader, Atlanta, GA | Current

Own the end-to-end consumer and client experience for Autotrader.com. Collaborated with product, engineering, subject matter experts and executive stakeholders to create and innovate upon new and existing products for OEM, Dealer and Car-Buying audiences.

- Saved \$65M+ in revenue by leading responsive website conversion ahead of Google algorithm change
- Drove personalized search experience leveraging cross-platform data (Autotrader, KBB.com, Dealer.com) to deliver ML-powered relevant results to returning shoppers
- Led UX for voice-activated AI car shopping experience (Google Home) demoed at NADA 2019
- Designed digital retailing experience enabling consumers to pencil deals, calculate payments, secure financing, and reserve vehicles online at scale
- Integrated KBB Price Advisor and "Hot Car" indicators to increase engagement and drive informed purchase decisions

SENIOR DIRECTOR, USER EXPERIENCE

Worldpay, Atlanta, GA | 2015-2018

Built UX practice for global payments leader, driving end-to-end customer experience across omnichannel payment platforms, partner integrations, and physical product packaging.

- Established UX team from ground up; led experience design for Worldpay Total omnichannel platform enabling retailers to connect payments across all sales channels through single integration
- Designed merchant-facing experiences across Integrated Payments (mPOS, in-store, laptop), Online Merchant Application, and Virtual Terminal products
- Saved \$1M+ in support costs through EMV upgrade communications achieving 60% open rate and zero support calls from 125K customers

EARLIER EXPERIENCE

Macquarium (Director UX) | **IHG** (Director UX) | **Travelport** (UX Manager) | **CMG Digital** (User Research Analyst) | **VUE Logic** (Co-Founder/Chief Experience Officer) | **Equifax** (Senior Director, Enterprise Web Strategy) | **Home Depot** (UI/Content Specialist)

