Experience Design Leadership Presentation

From Design Leader, Arthur MacMillan

Thank you for getting to know me.

This presentation tells a story about me both personally and professionally as a I **seek new opportunities** and make meaningful impact with organizations.

Contents include:

- Brief "About me" and what I have to offer
- Career timeline focusing on key accomplishments
- Highlights of my ability to drive collaboration
- Examples of how I shape strategies
- Advancing CX culture with human-centered methods

My name is Arthur MacMillan.

Located in Suwanee, GA

I moved to Atlanta, GA, in 2001 to attend the Art Institute of Atlanta, where I earned a degree in Media Arts and Animation. My career began in marketing, where I embraced challenges that strengthened my skills as a problem solver, designer, and leader. Early exposure to data-driven design in multi-channel marketing and e-commerce paved the way for a career in human-centered design, leading to success with multiple Fortune 50 organizations.

Today, I am a Senior UX Manager, leading and mentoring a diverse team of Managers, Researchers, and Designers who deliver improved experiences in Merchandising at Home Depot.

Relevant Education, Certifications + Training

LSUS SHREVEPORT

The Art Institutes

EMORY UNIVERSITY
Continuing Education

hfi Certified
Usability Analyst
CUA

KNOWLEDGE WANTS TO BE FREE
INTERACTION DESIGN FOUNDATION
Est. 2002

Stanford d.school

→

CURRENT SR. UX MANAGER

For Enterprise UX at The Home Depot

I enjoy **family, sports, movies** and being active.

Outside of my career, I spend time with my kids, coaching sports and watching movies or hanging with my wife on the beach.

Balance is important to my energy as a professional, father, and husband.

I help connect dots between people, businesses and technology.

My expertise is primarily centered around leading, creating strategy, advancing delivery while optimizing processes. I will describe myself as someone who finds a way to drive work forward collaboratively or independently.

What I have to offer

HUMAN-CENTERED DESIGN LEADERSHIP

I work and encourage my teams to think more broadly about all of the people that are affected by the experience.

EXPERIENCE VISION AND STRATEGY

I've shown the ability to align cross-functional teams, design aspirations and craft strategies.

EXPERIENCE DESIGN DELIVERY

I've showed the ability to drive delivery with teams of various sizes, skillsets and experiences.

EXPERIENCE DESIGN PROCESSES

I've optimized virtual, hybrid and in-person processes with various partners, in various organizational models.

→ **My professional experience spans 20 years with companies small and large.**

I've grown as a **high-performing** design contributor...

I have a verifiable history with enterprise, fortune 50 companies, having excelled as a hands-on practitioner and rapidly recognized as a leader capable of influencing at various organization leadership levels, developing high-performing teams, and delivering above expectations.

2005 -2012
with **Ballard Designs (IAC, HSN)**

- Started as a **Web Designer in 2005**
- Brought email marketing design and development in-house
- Contributed to growth in distribution list to 500K+
- **Promoted Sr. UI Designer/Manager in 2010**
- Launched iPad app Ballard Plus in 2012
- Redesigned e-commerce platform with IBM CMS
- Contributed to Internet Retailer Hot 100 recognition in 2010 and 2013

2012-2014
with **Imagers (now Phase 3)**

- Served as **Director of E-Commerce**
- Responsible for advancing online sales through site redesign
- Responsible for overseeing multi-channel design quality
- Managed team of 3 (2 Engineers, 1 Designer)
- Launched 80+ products online in 8-month timeframe
- Contributed to estimated 83% increase in sales per month

2015-2016
with **Primerica**

- Served as **Sr. UX Designer**
- Responsible for Primerica Mobile Learning experience design
- Tasked with product research, design and management
- Introduced UCD practices, segments, personas and journeys etc.
- Created strategy, roadmap iterations, EPICs, stories and release
- Wrote content, design architecture, visual design and prototypes
- Organized cross-functional groups
- Coordinated delivery ahead of 12-month schedule
- Demoed on stage to 100+ agents
- Released to 90K+ agents and 1500+ staff

to **action oriented,** human-centered design leader.

2016-2021
with **State Farm**

- Started as **UX Lead in 2016**
- Led research, strategy, content and design teams
- Developed UCD practices in State Farm Bank
- Delivered mobile banking and vehicle loan application strategies
- **Promoted to Digital Experience Architect in 2018**
- Led CX optimization efforts for P&C Modernizations
- Facilitating Design Thinking and Service Design workshops
- Delivered HCD practices in Personas, Experience and Journeys
- Delivered P&C Mod mitigation experience strategy
- **Promoted to Sr. Digital Experience Architect in 2019**
- Delivered role transformation strategy for experience design teams
- Managed experience strategy team for Shopping and Retention experiences
- Delivered strategic recommendation for Bundling's and Billing Inquiry

2021
with **Rocket Mortgage**

- Served as a **Staff Service Designer**
- Joined in support of emerging practices
- Tasked with quick win engagements and acquisition evaluations
- Shared service design teachings with partners
- Set strategic design direction for partner Emerson Financial
- Designed future state strategic recommendation for acquisitions
- Key contributor to design strategy for $1.3B Truebill acquisition

2021-NOW
with The Home Depot

- Started in 2021 as a **UX Manager in Enterprise UX**
- Responsible for Assortment, Space, and MET
- Established framework for Merch Personas
- Led strategic development for future Assortment practices
- Led UI redesign for Space planning and systems modernization
- **Promoted to Sr. UX Manager in 2024,** taking on Pricing
- Optimized team collab methods with cross-functional partners
- Managing Managers, Researchers and Designers (7-15 members)
- Leading execution of Persona, Journey Mapping and Journey Management implementation
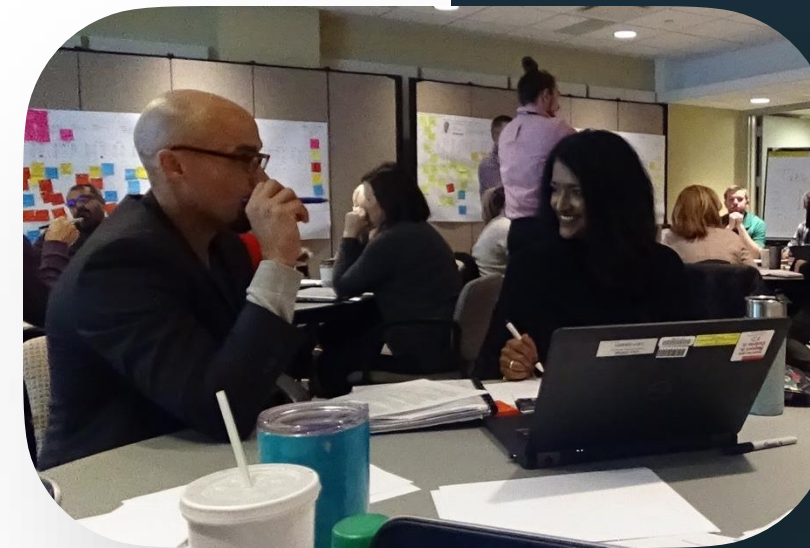
→ **I've been able to successfully plan, align and deliver in complex situations.**

Creating impact and thriving in the following:

The next slides include visual examples of how I like to work with people, the type of outputs I create and contributions to driving results. These are "highlights" that I would love the opportunity to elaborate on in future discussions.
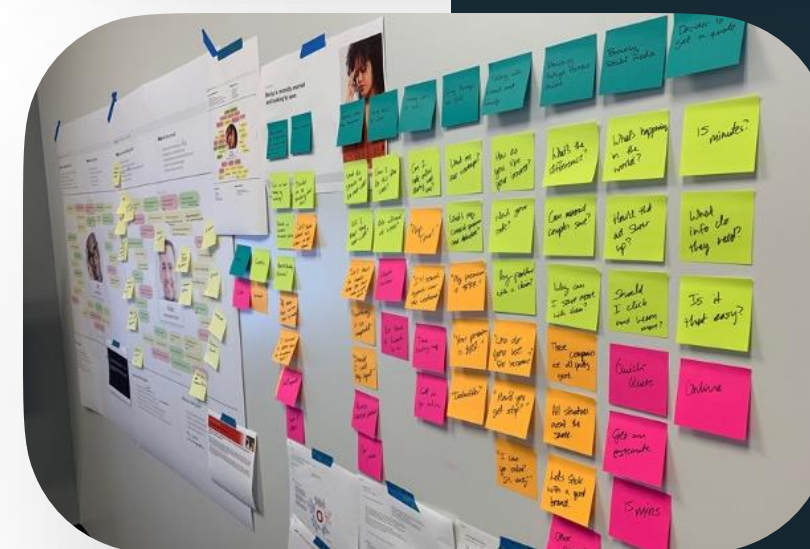

1. DRIVING COLLABORATION

How I've been able to **proactively develop process, align and increase cross-functional engagement** to build high performing and productive teams.

2. SHAPING STRATEGY

How I've been able **rapidly develop strategies** while **influencing roadmap decisions** with Product, Engineering and Business partners.

3. ADVANCING CX CULTURE

How I've **introduced human-centered design** practices to help focus cross-functional teams on **improving Customer and Associate experiences**.

DRIVING COLLABORATION

I love structuring conversations toward outcomes.

Build Relationships

I always prime participants for working better together, focusing on building relationships and ensuring partners know why they are a part of a collaboration.

Inspire and Influence

I seek to understand what motivates people before determining a path toward inspiring and influence collaborative behaviors.

Being flexible ,because it's possible.

I've learned that virtual collaboration is a great opportunity to more efficiently organize discussion during the creative problem-solving process. Without the option for open discussion, participants become hyper focused and productive when given a time-boxed activities. I leverage various tools like Miro, Mural, and Lucid Spark to bring flexibility to ways of working, and achieving collaboration outcomes.

Visualizing engagement with partners
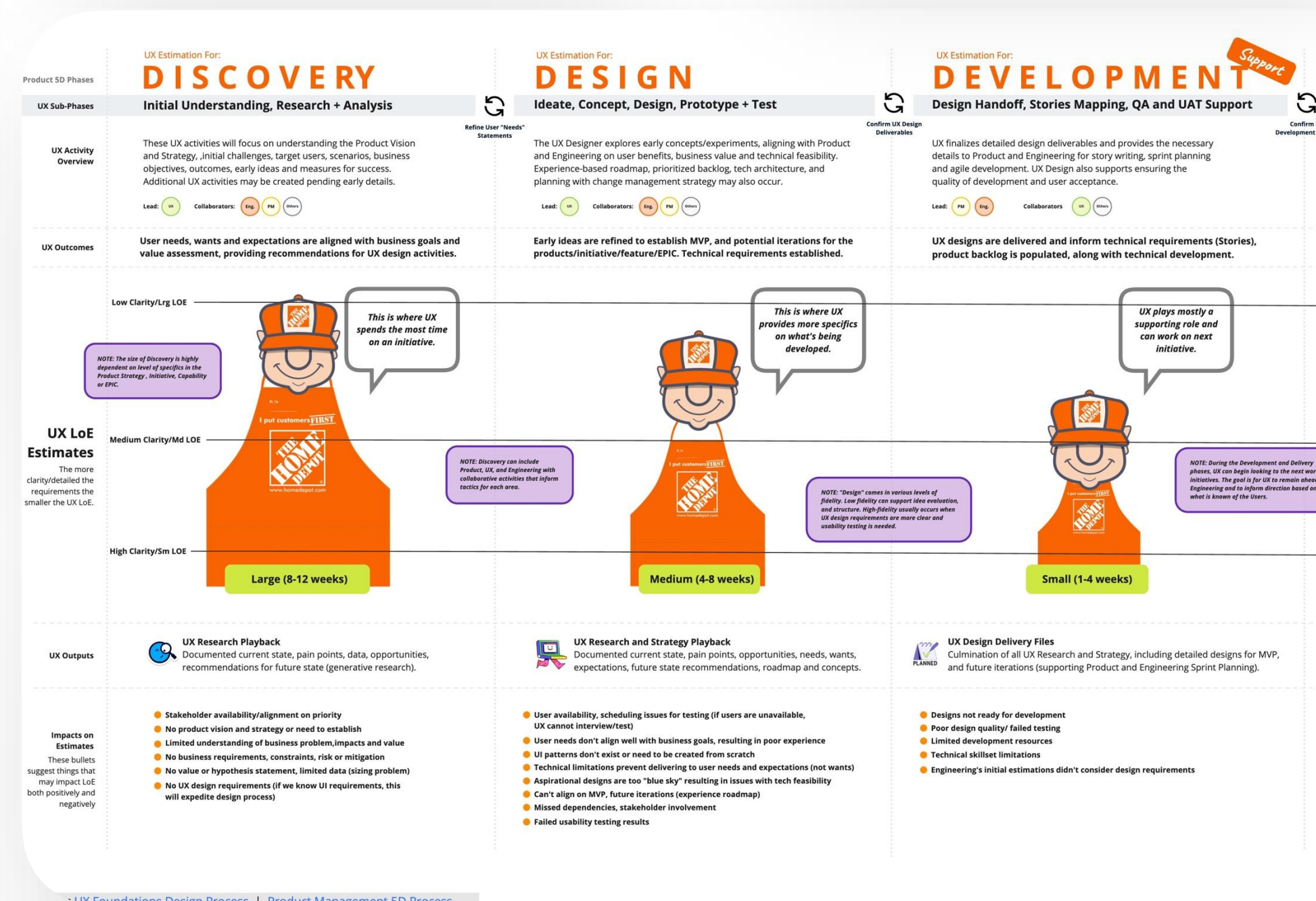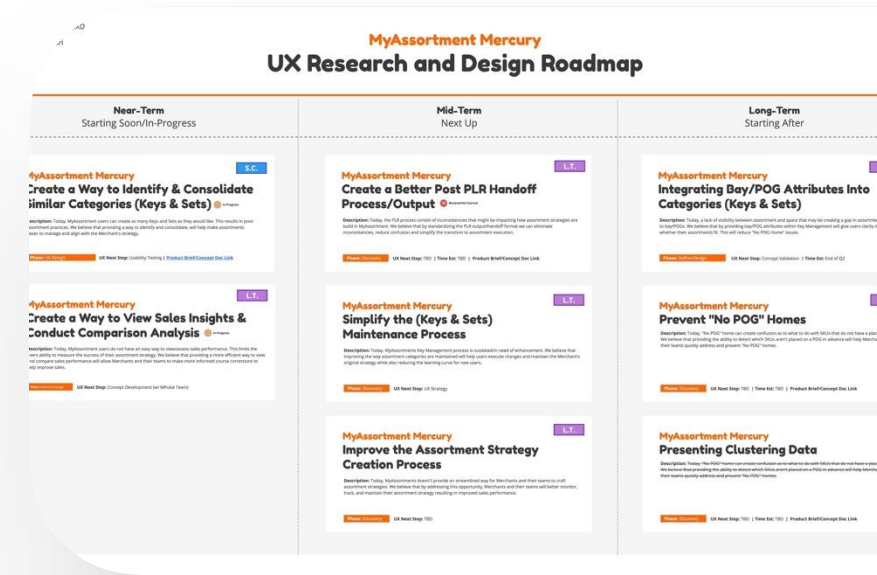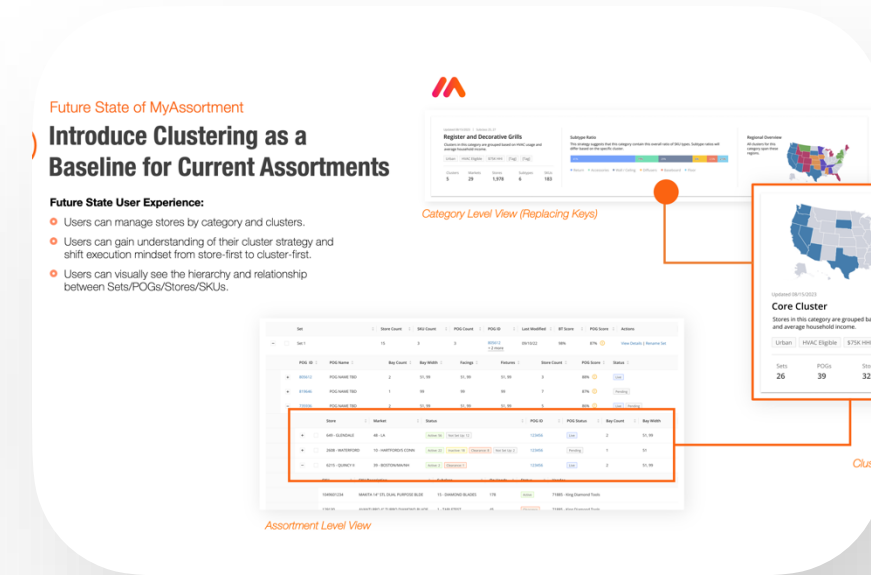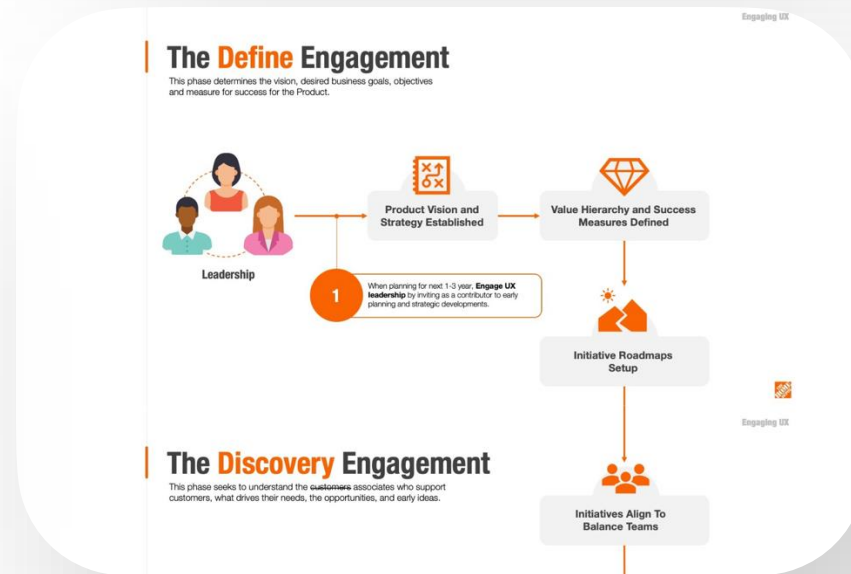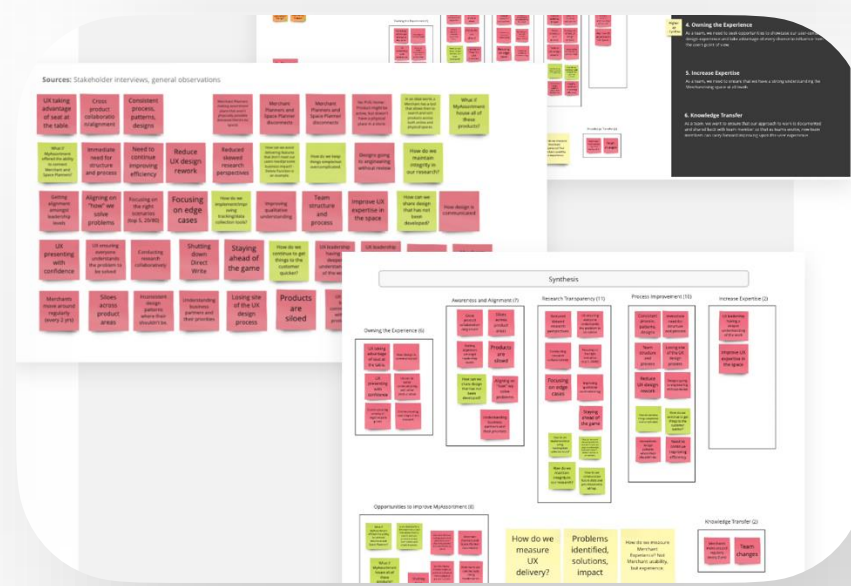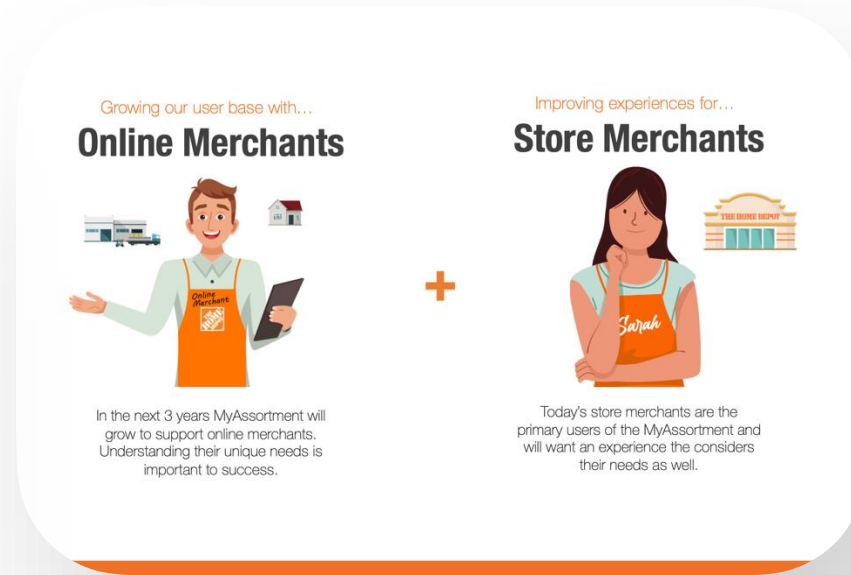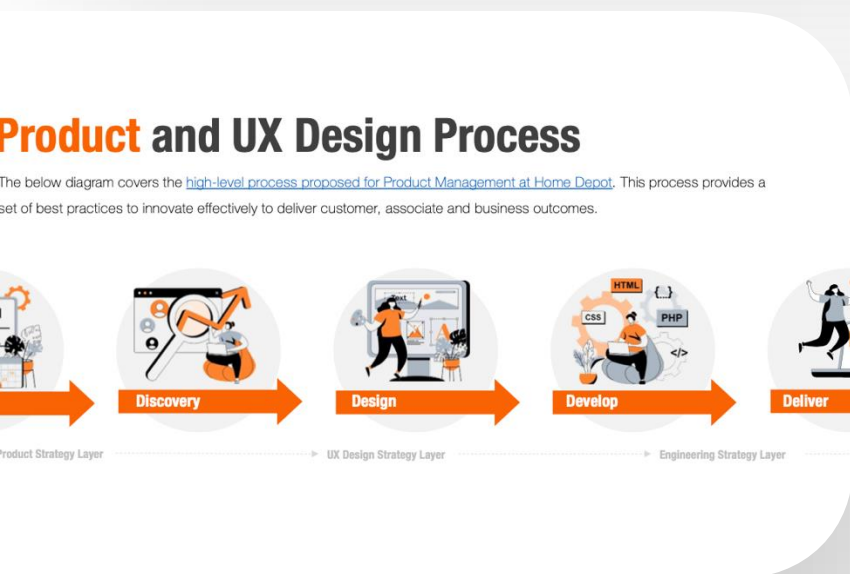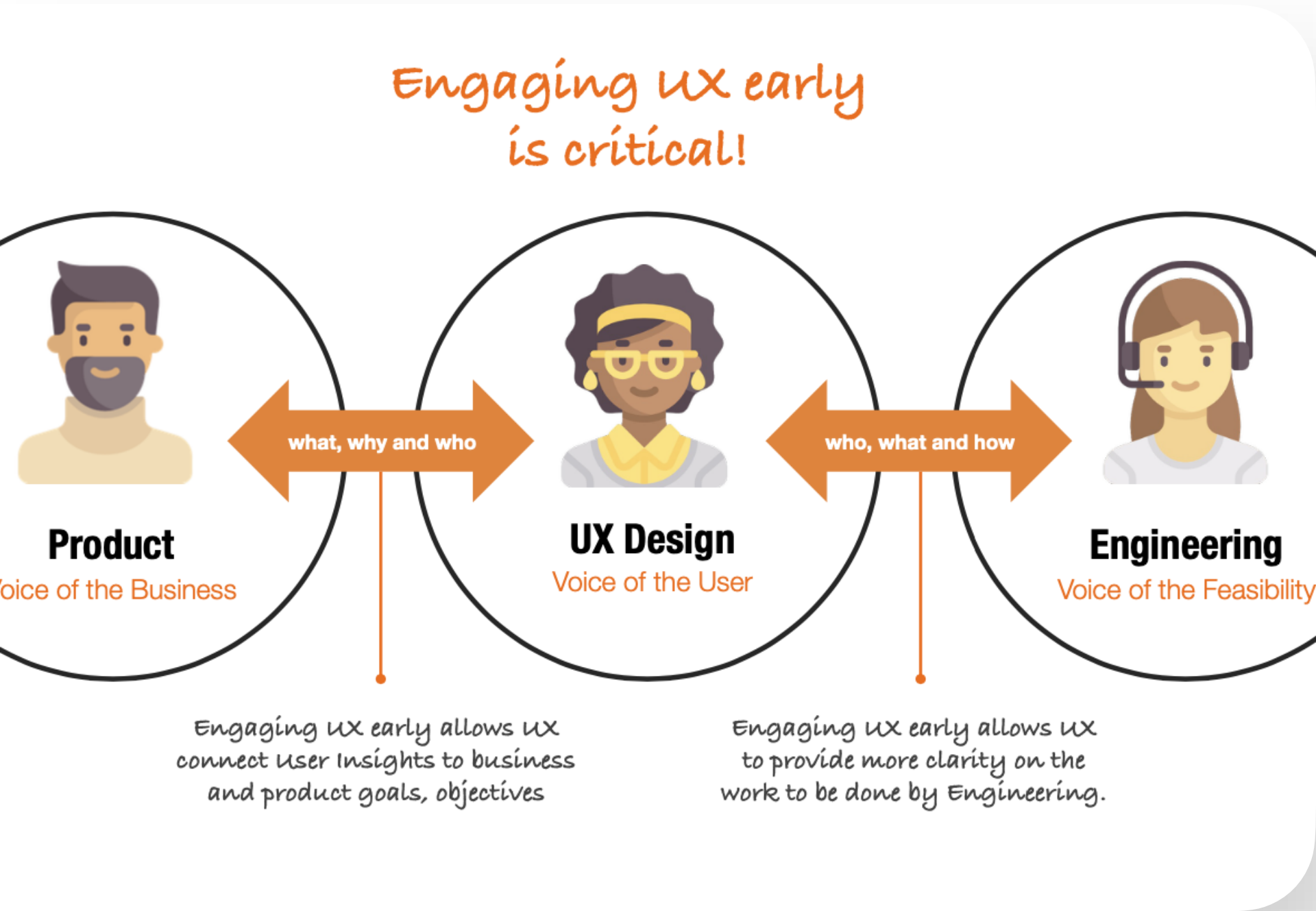
and models for driving collaborations.

→ **My approach to engagement and collaboration has helped to shape influential strategies.**

Designing the future and setting roadmaps...

When creating strategies, I focus on setting up the future first and back-casting into the present. Recently, I led a team in the shaping of strategy for better merchandising and assortment practices. This situation included quite a few complications but highlights my ability to lead teams through rapid change while maintaining human-centered tactics.
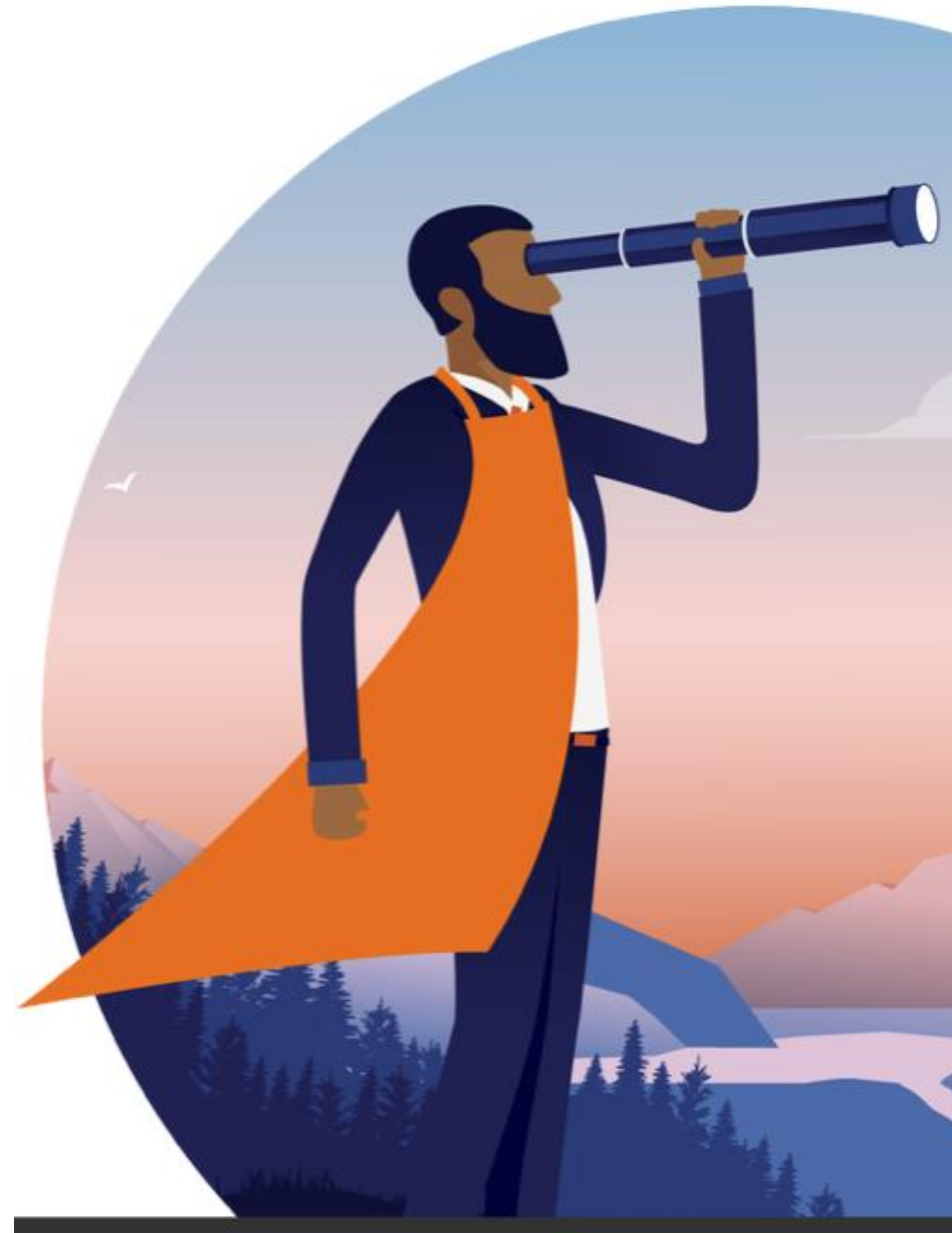
The Complication:

1. Last minute request with a 1hr window for collaboration
2. Limited data around usage of the product.
3. Inconsistent business processes with various levels of flexibility in strategies.
4. Ensuring the team knew how to align UX process to the request

The Task:

1. Quickly organize human-center methods
2. Establish activities to ensure we had good data/evidence
3. Establish ideation around future state, and recommend initiatives (EPICs of work)

using a **flexible approach...**

Start With Assumptions

I steered the teams toward working with what we know, as we mapped current state. Additionally, I encouraged my team to plan activities to fill knowledge gaps later.

Visual examples of our rapid and rugged current state mapping

Fill Knowledge Gaps

I ensured we used some time to align on pain points, create goals, gather ideas, and generate set of next steps for filling knowledge gaps with research insights and data.

Visual examples of how I curate sources to support filling knowledge gaps (through Miro)

Virtual Ideation

I developed a plan with my UX team, focusing encouraging virtual ideation and developing research methods to assess business value and user impact (supporting priority).

Visual examples of how ideas were rapidly captured using existing grabs of visuals (through Miro)

delivering direction for teams.

Within our 1hr timeframe, I was able to align stakeholders and plan our approach to deliver a pitch for how we'd handle the future state of assortments.

These visuals are examples of how I was able to communicate initiative themes, including examples of concepts and experience-based roadmap.

Visual example of strategic themes/future EPICS

Visual example of concepts

MyAssortment: Future State Experience Strategy

Future State

In the future, myAssortment will provide a user experience that balances the goals of Assortment with the needs of users by focusing on the following...

1. **Introduce Clustering as a Baseline for Current Assortments**

2. **Provide a Historical Reference For Assortment Changes**

3. **Improve Holistic Understanding of Sets/SKU/Store Relationships**

4. **Streamline Execution Workflows To Improve Ease of Use and Learnability**

5. **Increase Awareness Into Deviations or Errors In Assortments**

Future State of MyAssortment
Introduce Clustering as a Baseline for Current Assortments

Future State User Experience:
- Users can manage stores by category and clusters.
- Users can gain understanding of their cluster strategy and shift execution mindset from store-first to cluster-first.
- Users can visually see the hierarchy and relationship between Sets/POGs/Stores/SKUs.

Future State of MyAssortment
Provide a Historical Reference For Assortment Changes
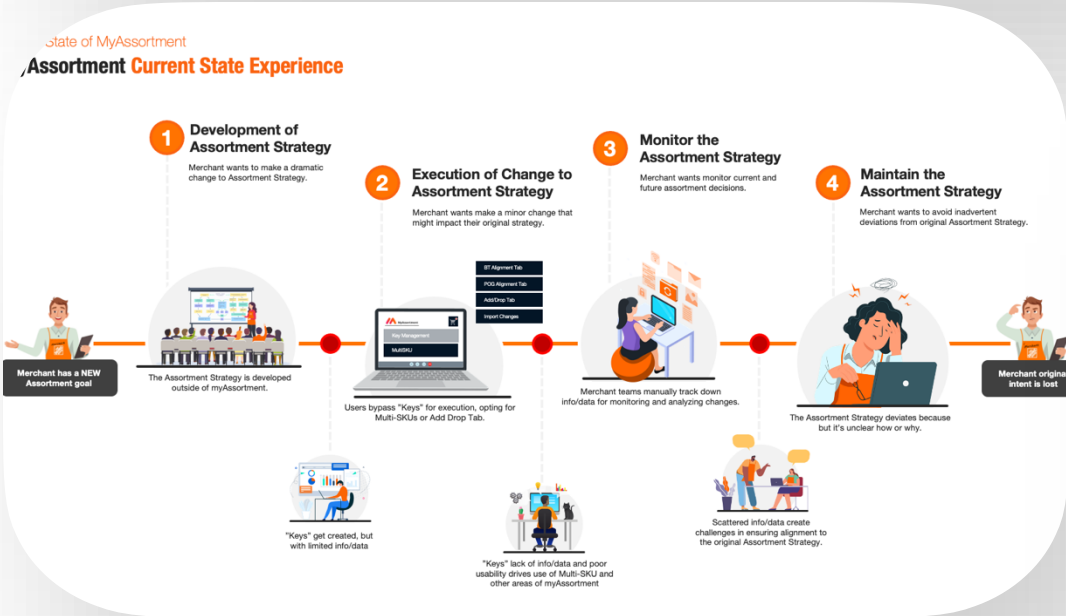
Future State User Experience:
- Users can choose a specific date (past, present, or future) to view what their Store/SKU assortments looked like then.
- Users can see the highlighted differences in their past/future sets compared to their sets today.

Visual example of current state
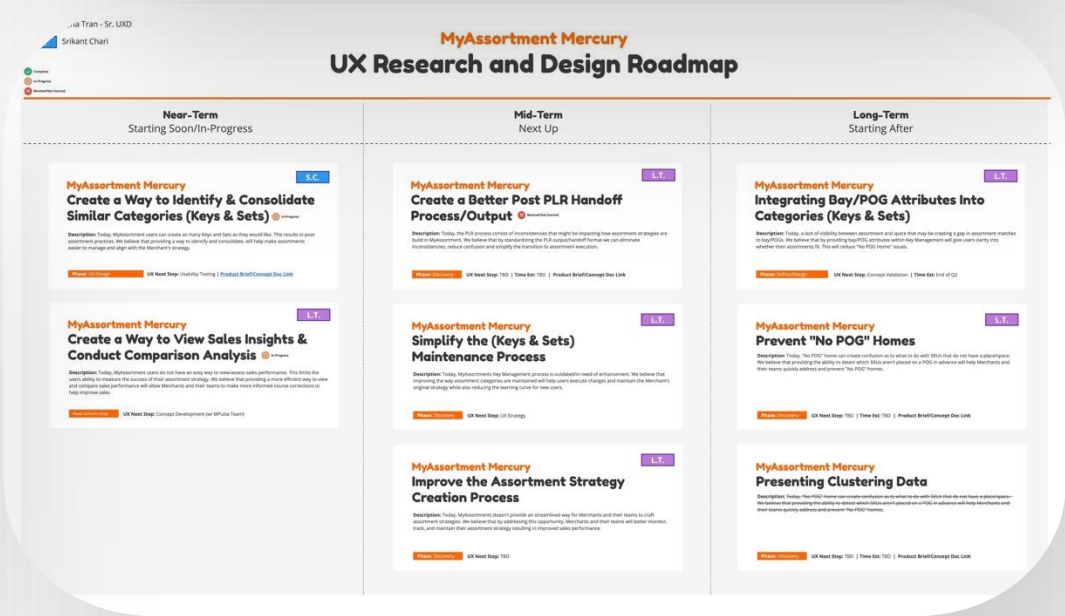
Visual example of experience-based roadmap

Mapping the future state.

This visual represents a mapping of the proposed initiatives and their potential to impact business processes. This artifact, along with several others, helped gain support and funding from VP levels, introducing opportunity to deliver improvements to Merchants and their teams.

These features offer value by reducing inconsistent product placement across similar store locations, reducing the number of products not on shelves, and monitoring various changes that affect sales and margins.
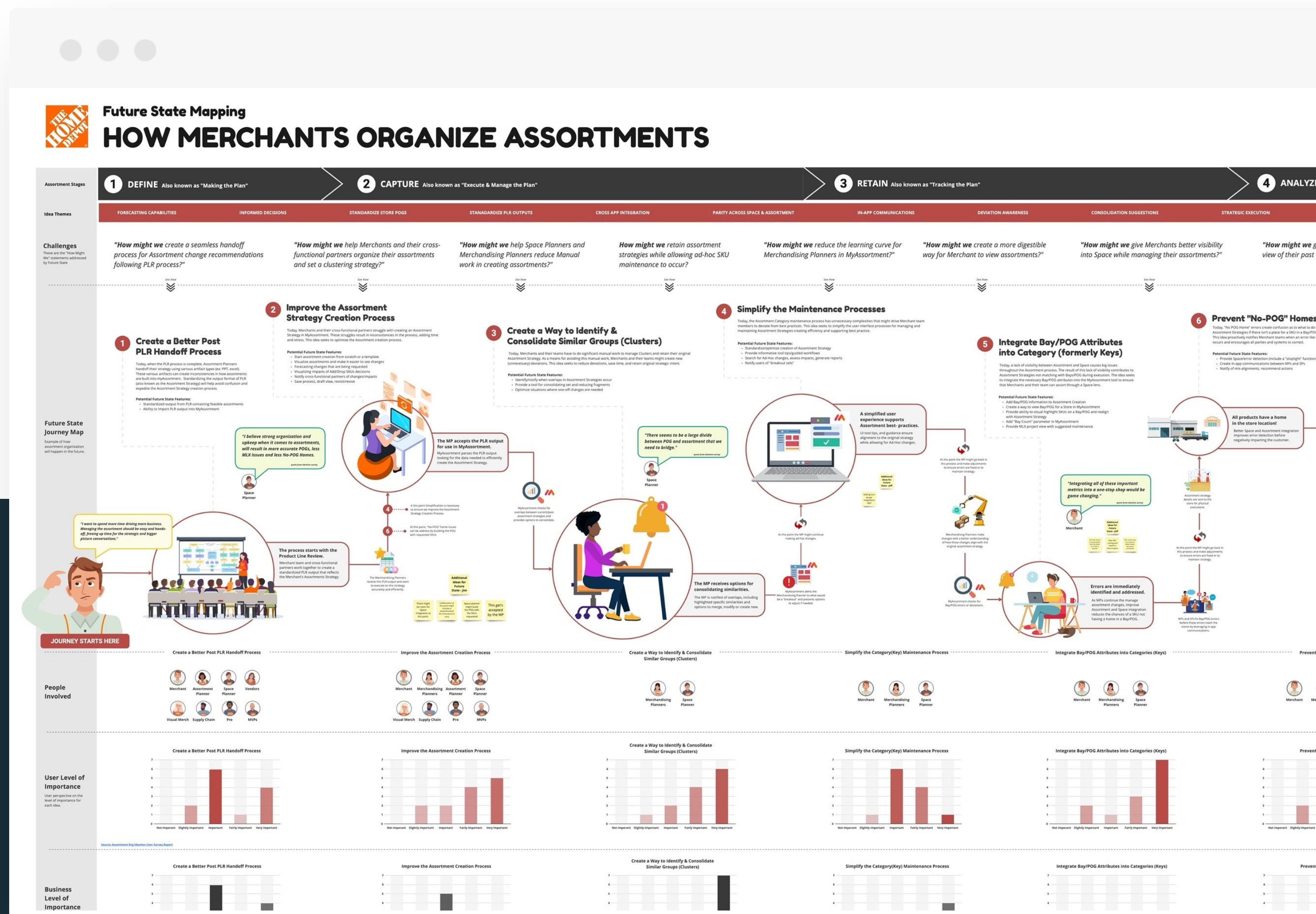
Future State Mapping
HOW MERCHANTS ORGANIZE ASSORTMENTS

→ **My most recognize results have supported CX cultural transformations.**

# **Humanizing** data and significantly affecting change...

In 2018, State Farm began a **CX transformation**. I was **tasked with leading** a pillar of this transformation called **CX Optimization**. The work focused on **business operations modernization** decisions. The organization wanted to assess these decisions through the lens of the customer. This project became a showcase for **Customer Experience practices** and an example of the impact of **human-centered storytelling**.

while thinking holistically about organizational opportunities...
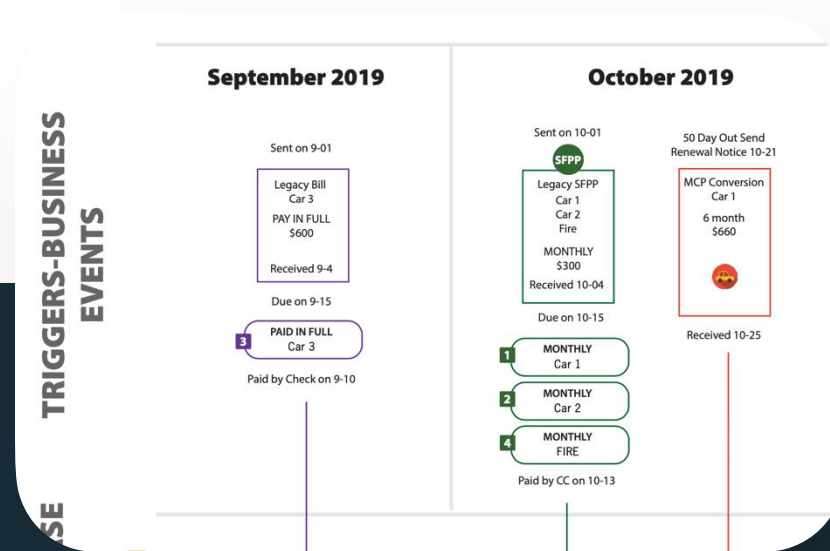
BUSINESS PROCESSES

I led the assessment of business **processes**, and implementation plans resulting in a timeline and cataloging of artifacts that are key to the experience.
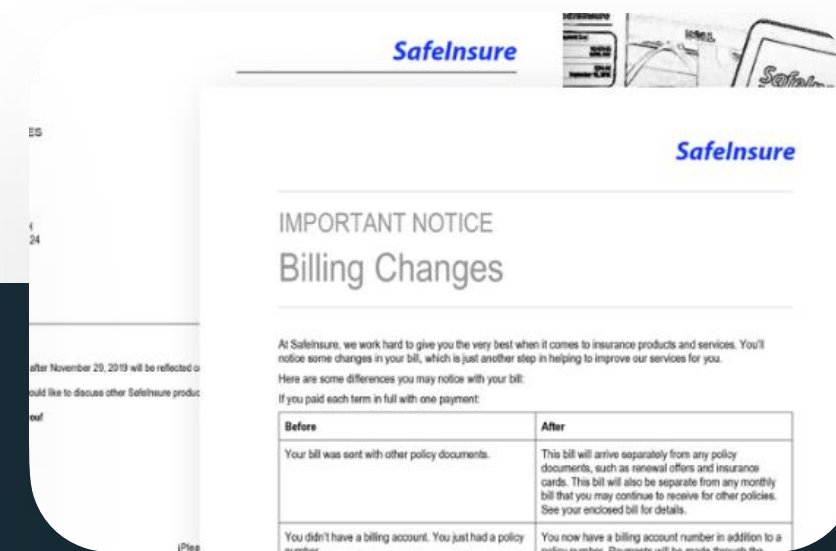
ARTIFACTS INVOLVED

I ensure we gathered artifacts or **props** that would have an impact on the experience with Agents and Customers during business modernization implementation.

AGENT ROLES

I led discovery around Agents, their **tools, physical spaces,** goals, motivations and frustrations going through existing and future processes with the business.

CUSTOMER IMPACT

I visualized and connected the dots across **people, places, processes and props**, providing a comprehensive understanding of high-complexity situations and business impacts.

and immersing large teams In the human experience...

In this project, I facilitated 40 people through the process of understanding business impacts on the Customer experience. This collab generated 100 pain points, 90 opportunities and 30 idea themes.

I partnered with UX Research, leading an in-depth simulation, confirming pain points and validate ideas, resulting in 9 mitigation teams being developed.

Visual example of Customer impacts

Visual example of Customer Experience across business event timeline

Visual example of Customer interactions

Visual example of Customer opportunities

and showing the value of human-centered design methods.

Introducing ways of working

This snapshot is another future state for the customer experience, reflecting the strategy for how mitigation teams can reduce the negative impacts. The approach and solutions would help:

1. Reduce the 48% chance of defection due to change (raise awareness)
2. Mitigate financial changes with 36% of multi-policy customers
3. Mitigate impacts to 40% of single policy customers
4. Increase CDO and AVP demand for more CX efforts

Additionally, this contributed to my role being aligned to Experiences vs Products, and the exploration of Journey Management.

So, let's connect!

These professional highlights are just a sample, but I hope that it gives potential clients and employers an overview of what I can do.

I'd love to elaborate more in a virtual or in-person meeting.

Please reach out to learn more about what I can do for you.

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Linkedin
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