

Arthur MacMillan

Transformational

Experience and Product
Design Leader

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Versatile UX leader with 15+ years of experience aligning design strategy with business goals across Fortune 50s and startups. Proven record reducing delivery timelines, scaling teams, and delivering measurable outcomes in technology, retail, finance, and insurance. Adept at coaching design talent, maturing UX practices, and influencing cross-functional stakeholders.

WORK EXPERIENCE

The Home Depot | Atlanta, GA | 11/2021 – Present

Sr. Manager, Enterprise UX – Pricing, Assortment, Space and MET

- Scaled UX team management responsibilities from 4 to 15, building a culture of strategic alignment, research integration, and design rigor across pricing, space assortment and merchant execution domains.
- Initiated persona frameworks, service blueprints, and journey maps that improved team consistency and communication.
- Embedded human-centered design into Agile workflows and increased cross-functional collaboration through stakeholder alignment and critique practices.
- Enhanced collaboration with Product and Engineering leaders, resulting in a 60% increase in alignment of roadmap priorities within 3 months.
- Directed AI/ML-powered price change tools, cutting analysis time from one month to under one minute and increasing Merchandising agility.
- Oversaw design delivery for the “Buy More Save More” promotional platform, supporting \$267M in appliance sales and reducing customer order cancellations.

Manager, Enterprise UX – Assortment and Space

- Achieved 20% reduction in UI errors in Assortment digital initiatives; improved product placement accuracy to 85% (the highest since 2018).
- Reduced omnichannel design delivery timelines by 50%+, accelerating feedback loops and iteration for in-store and online experiences.
- Delivered redesign of Space Management tools, resolving long-standing technical debt and reducing in-store bay/product misalignments.

Rocket Mortgage | Atlanta, GA | 07/2021 – 11/2021

Staff Service Designer – Acquisition Strategy

- Led remote co-creation sessions and developed end-to-end experience strategies for Edison Financial, driving cross-team clarity and increased NPS.
- Delivered a future-state concept and roadmap within 4 days, identifying key opportunities for growth in mobile-first finance experiences.
- Contributed directly to design strategy work that influenced the \$1.3B acquisition of TrueBill (now Rocket Money).

State Farm | Atlanta, GA | 04/2016 – 07/2021

Senior Digital Experience Architect

- Acted in a Senior Principal level capacity to lead CX design across growth, billing, quote, and service flows for personal insurance lines.
- Directly managed and lead that included a Digital Experience Arch, UX Creative Director and Sr. UX Designer, fostering collaboration and innovation to achieve 3 major transformation strategic initiatives within 6 months.
- Conducted 27 contextual interviews and applied insights to develop the "E2E Billing Inquiry" strategic recommendations for reducing billing-related support inquiries through conversational UI and voice design.
- Redefined the "Combine and Save" experience strategy within 6 weeks, leveraging generative research to deliver 30+ innovative concepts that enhanced customer engagement in home, renters and auto insurance bundles.
- Introduces conversation UI survey, multi-product selection, multi-product configuration, price quote, and live chat patterns to optimized end-to-end quote flow, contributing to an 80%+ quote completion rate.

Digital Experience Architect – Strategic Leader

- Principal level role, supporting Customer Experience Transformation initiatives, establishing CX assessment strategy for Property and Casualty, while advancing CX Vision, Culture and Optimization.
- Orchestrated single-day "P&C – CX Optimization" session aligning 40+ stakeholders, which resulted in 7 new roadmap initiatives addressing pain points in billing payments, agency and call-center support.
- Coached and mentored multidisciplinary UX teams; advanced design craft through UX critiques and promoted design systems alignment.

User Experience Team Lead

- Team leader supporting State Farm Banking initiatives, driving UX activities with research, content strategy, architecture and design.
- Spearheaded redesigns of digital banking tools, reducing lending timelines from weeks to 3–5 days.

Primerica, Inc. | Duluth, GA | 01/2015 – 04/2016

Senior UX Designer

- Led the end-to-end design and strategy for a mobile training application deployed to over 1,500 corporate staff and 90,000+ field sales representatives.
- Conducted research, interviews, and usability testing to guide mobile content and interaction design.
- Led product definition, success metrics, and roadmap alignment with engineering and business partners.
- Delivered hands-on UX design, wireframes, rapid prototypes, and usability testing for key features such as login, search, navigation, video training, and content management.
- Spearheaded integration with IBM's mobile content management platform, ensuring secure and scalable content delivery

- Reduced product timelines by 3–4 months via proactive direction-setting and close collaboration.
- Recognized for initiative and independent leadership in shaping the user experience and accelerating delivery for a critical enterprise training platform.

MemberSuite | Atlanta, GA | 04/2014 – 12/2014

Director of UX

- Established foundational UX practices for a 40+ module SaaS AMS platform.
- Led user research and usability studies that prioritized product improvements across billing, member profiles, and dashboards.
- Designed responsive marketing site and in-person event materials to improve brand trust and customer engagement.

Imagers Inc. | Atlanta, GA | 08/2012 – 04/2014

Director, E-commerce UX

- Designed and launched first B2C e-commerce platform with 80+ configurable products, increasing monthly revenue from \$5K to \$30K–\$50K.
- Defined strategic direction, led visual and UX design, and managed front-end implementation under budget.
- Managed 3-person team across UX and dev; integrated commerce with marketing and fulfillment systems.

Ballard Designs (HSN Inc.) | 01/2010 – 01/2012

Manager, UX & Front-End Dev

- Directed a team of two designers, driving consistent execution across design and marketing campaigns, while supporting cross-channel visual and UX consistency.
- Led major e-commerce redesigns across home, product category, and detail pages, improving usability and contributing to Internet Retailer Hot 100 awards in 2010 and 2013.
- Delivered award-winning e-commerce redesigns and launched native iPad app.

Curtis 1000 (Taylor Corp) | 01/2008 – 01/2010

UI Designer / Developer

- Delivered multichannel marketing experiences through design and front-end development for one of the nation's largest printing and marketing firms.
- Recognized for a hybrid skill set that combined user interface design, coding expertise, and client-facing leadership in fast-paced project cycles.

Ballard Designs | 01/2005 - 01/2008

Web Designer / Developer

- Contributed front-end development (HTML, CSS, JavaScript, ActionScript) and advanced marketing initiatives that helped grow the email subscriber base by 500K+ in two years.
- Recognized for high-impact contributions to ballarddesigns.com and ballardstylestudio.com, blending technical execution with strong design sensibility.

AREAS OF EXPERTISE

Tools & Platforms: Adobe CC, Confluence, Figma, Google Analytics, Jira, Lucid, Miro, Mural, Pendo, Qualtrics, Sketch, TheyDo, UX Playbook

Leadership & Management: Agile & Product Lifecycle, Cross-Functional Collaboration, CX Culture, CX Optimization, CX Vision, Design Ops, Design Systems, Design Team Management and Growth, Lean UX, Mentorship, Stakeholder Alignment, UX Design Process

Human-Centered Design Practice: CSAT, Customer Experience Mapping, Design Thinking, Eco-System Mapping, Empathy Mapping, Experience Metrics, Experience Roadmapping, Generative Research, Ideation, Information Architecture, Journey Mapping, NPS, Personas, Prototyping, Service Blueprints, Service Design, Service Mapping, Vision Types

Design Execution & Quality: Accessibility, Content Strategy, Design Critique, Design Delivery, Experience Reviews, Information Architecture, Interaction Design, Rapid Prototypes, Screen Flows, SUS, Task Analysis, UMUX, Usability Testing, User Flows, Visual Design, Wireframes

EDUCATION

MBA, Marketing Specialization

LSU Shreveport | 01/2021

BFA, Media Arts & Animation

Art Institute of Atlanta | 01/2005

CERTIFICATIONS

HCD for AI | 01/2025

Interaction Design Foundation

Design Thinking | 09/2019

Stanford d.school

Certified Usability Analyst | 03/2017

HFI

