

Denise Parrish

UX Manager Design Operations

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Skills

- **Technical:** Product design, UX and UI , User Research, Personas & Journeys, Systems, Operations, Usability Testing, User Centered Design, Prototyping,
- **Soft:** Stakeholder Relationship, Vendor Partnership, Management, Strategy, Career Growth, Goal Setting, Communication, Encouragement, Servant Leadership.
- **Tools:** Figma, Sketch, Adobe Photoshop, Invision, Miro, Jira, AI, Slack +.

Work Experience

UX Manager - Design Ops

The Home Depot

Sept 2021 – Present

- Achieved 400% growth of my Team from 2 to 8 Direct Reports by proving out the cost saving benefits of improving efficiencies for the Online Organization, using my Leadership, Mentoring and Business Acumen.
- Led the development of a new responsive and scalable Design System for all customer-facing online properties which led to 35% increase in customer sales tickets and increased speed to market, dev and design by 15%.
- Developed the strategy for Governance that increased adoption of Figma as our Design tool using case studies, research, and organizational skills.

Staff UX Designer Ops

The Home Depot

Sept 2019 – Sept 2021

- Developed a ticketing system to track internal UX requests and issues via Slack Integration.
- I worked in Design Ops department focusing on Systems and Tooling for Associates.
- Enabled a successful transition to WFH due to COVID-19 by consistently tracking/surveying software usage to evaluate needs of our Associates.
- I create updated library assets for our internal design system.
- Manage licensing, training, procurement, security reviews, documentation, socialization, tactical planning, and ongoing evaluations of toolset while maintaining vendor relationships.

Sr UX Designer

The Home Depot

Jan 2017 – Sept 2019

- I led the development of the upgraded multi-million dollar Self-Checkout project solution. This resulted in industry-wide praise including Francie Mendelsohn of kioskindustry.com who wrote *“These kiosks represent an evolutionary change in the self-checkout space. Home Depot is to be commended...”* - www.kioskindustry.org
- Simplified The Home Depot Receiving Process via the mobile app which resulted in a reduction of workforce time that translated into over 1.3 million dollars in 1st year savings.
- Led the development of a global training and gamification app for The Home Depot Associates to provide additional on-job training.
- Led foundational Discovery research effort to change out all of the in-store Associate platforms from PC-Windows technology to Chrome OS Cloud-based environment.

Sr Interaction Designer

The Home Depot

Aug 2015 – Jan 2017

I developed the foundational processes of the Enterprise UX Team as it grew from, a group of 13 Designers to well over 300 Individuals including:

- Onboarding new Associates
- Creating Reusable Resource Libraries for Prototyping
- Design Crit process

this resulted in Designers to up their game and to able to gain feedback. This also helped socialize the importance of UX and buy-in from other depts. within Enterprise THD.

Education

2002 – 2004

BA Business Management - University of Phoenix

1994 – 1995

Fine/Studio Arts, General - University of Massachusetts Dartmouth