

# Denise Parrish

Design Leader

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## SUMMARY

Accomplished UX/Product Designer and Leader with over a decade of experience delivering internal and customer-centric products while driving strategic initiatives in complex B2B environments. Strong blend of hands-on design execution and leadership, with expertise in building and optimizing design systems, leading cross-functional teams, and delivering measurable improvements in user experience and business outcomes.

## SKILLS

**Leadership:** Design Leadership, Change Management, Team Development, Strategic Planning

**UX & Product Design:** Design Systems, Research, Personas, Design Thinking, Design, Wireframing, Prototyping, Usability Testing, Analytics

**Business Acumen:** Metrics tracking, cost analysis, ROI

**Operational Sectors:** Customer-facing, Internal-facing, SaaS, B2B, POS, Retail and Enterprise

## EXPERIENCE

**Senior UX Manager** Gap, Inc Contract Feb '24 — Aug'24 San Francisco, United States

- Led the strategy and execution of a Headless UI Design System across multiple e-commerce platforms, improving user experience metrics by 15% across Gap, Banana Republic, Athleta, and Old Navy.
- Balanced hands-on design with team leadership, ensuring design consistency and seamless system integration.

**UX Manager, Design Ops** The Home Depot Aug '21 — Feb '24 Atlanta, United States (Remote)

- Directed the creation and implementation of "Stencil," a design system that led to a 35% increase in customer sales and 15% faster development cycles.
- Executed the company-wide adoption of Figma, resulting in \$100K in annual savings and a 35% improvement in collaboration, while also managing team growth and development.
- Led and managed the growth of the design team by 200%, increasing direct reports from 2 to 7, fostering a collaborative environment for innovation and skill development.

**Staff UX Designer** The Home Depot Feb '19 — Aug '21 Atlanta, United States (Remote)

- Mentored designers while actively contributing to product design, resulting in a 30% increase in team skill development and a 25% boost in customer satisfaction.
- Managed the integration of user feedback into the design process, driving product improvements.
- Licensing, training, procurement, security reviews, documentation, socialization, tactical planning, and ongoing evaluations of our EUX toolset while maintaining vendor relationships.

**Senior UX Designer** The Home Depot Feb '16 — Feb'19 Atlanta, United States (Remote)

- Led the UX redesign of the multi-million-dollar Self-Checkout solution, leading to industry-leading recognition.
- Streamlined receiving processes with a mobile app, saving over \$1.3 million in workforce costs.
- Developed The Home Depot's first internal training application with Gamification.

## EDUCATION

**Bachelors in Business Management** University of Phoenix Jan '02 — Jan '04  
Received the Dean's List award for maintaining a high grade point average and academic excellence.

**Fine Arts - Painting Concentration**, UMass Dartmouth Jan '94 — Jan '95  
Featured art appeared in Gallery and the student magazine.

## AWARDS

- Top 20 Finalist BBC America Poster Contest Jan 2016
- Featured Artwork in IDW Comic Book Orphan Black Jan 2015
- SpiceWorks Poster Contest Grand Prize Winner 2012