



Leigh Haislip

PRODUCT DESIGN LEADER

PORTFOLIO

🌐 leighhaislip.com

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CONTACT

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EDUCATION

University of Georgia

B.A. Advertising &
Certificate in New Media

📍 Athens, Ga.

🎓 GPA: 3.55

Creative Circus

Art Direction Program

📍 Atlanta, Ga.

📅 Returned in 2014 for continuing education in UX, Research & Web Development.

EXPERIENCE

Papa Johns Sr. Manager of Product Design & UX

📍 Atlanta, Ga. 📅 March 2024 - February 2026

Lead a multidisciplinary team of five designers, one researcher, and one content strategist driving experience design across web, app, and digital ordering platforms. Introduced scalable UX practices, strengthened cross-functional alignment, and elevated the role of design across the organization through visibility, measurable impact, and executive engagement.

- Scaled research and discovery, growing from zero testing to 3 generative and 10+ usability studies in the first year, with insights shared at VP and C-suite level readouts.
- Advanced design maturity through Design Thinking workshops, discovery artifacts, and process improvements that shifted teams toward outcome-based, domain-aligned delivery.
- Drove a 200 bps conversion lift (~\$100M in incremental revenue) post-launch, elevating the Android app to #1 in Google Play and Apple App Store reviews among QSR peers.
- Expanded design influence company-wide through executive presentations, UX newsletters, and cross-functional partnerships spanning product, engineering, marketing, and external agencies.

Fiserv UX Manager

📍 Atlanta, Ga. 📅 May 2022 - March 2024

Led a team of six designers and one researcher supporting three enterprise banking products. Scaled design impact through reorganization and product expansion, elevating UX strategy, research, and cross-functional collaboration.

- Facilitated vision work for the future of digital banking, producing two-year strategic roadmaps.
- Drove design maturity via Design Thinking workshops and new discovery methods.
- Increased research velocity 3x with designer-led usability studies, a training program, and peer review.
- Led change management, expanding design ownership and strengthening Product and Engineering partnerships.

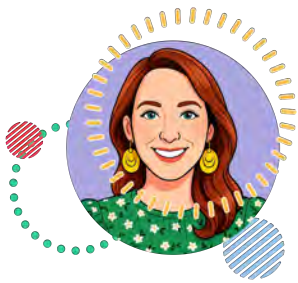
ADP Sr. UX Designer

📍 Atlanta, Ga. 📅 Aug 2020 - May 2022

TEKSystems Contract 📅 Oct 2019 - Aug 2020

UX lead for ADP's enterprise leave-of-absence suite, improving end-to-end HR experiences and advancing UX maturity across global product teams.

- Embedded design in agile delivery, aligning OKRs and roadmaps with product



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SKILLS

Team Leadership & Strategy

- 👁 Product & Design Vision
- 👤 Coaching & Mentoring
- 📅 Strategic Planning
- 🤝 Stakeholder Alignment
- 👥 Culture Building
- 🔄 Change Management
- 📈 Organizational Growth
- 🗣 Storytelling

Design Operation & Process

- 🧠 Design Thinking Facilitation
- 🔍 Research Operations
- 🔄 Agile Methodology
- 👤 User-centered Process
- 👥 Cross-functional Collaboration
- 📊 Outcome Based Planning
- 🔧 Workflow Optimization

UX/Product Design Expertise

- 🔍 Usability Research
- 🎨 UI Design
- 👥 Information Architecture
- ♿ Accessibility
- 🛠 Tools (Figma, Sketch, CC)

leadership.

- Simplified complex HR workflows through cross-functional collaboration and iterative design.
- Supported leadership OKR tracking and increased UX visibility across product teams.
- Advocated for design integration in company-wide Agile processes and governance.

The Home Depot Senior IA/UXD

📍 Atlanta, Ga. 📅 Jan 2019 - Oct 2019

Led UX for the Small Electrics category within Home Depot's expanding home décor business. Drove a mobile-first redesign of the shopping journey and advanced design maturity across a growing, cross-functional team.

- Introduced mobile-first workflows and Design Sprints to align teams and accelerate decision-making.
- Mentored junior designers and onboarded new team members to improve collaboration and quality.
- Facilitated design thinking practices to shape product vision and strengthen stakeholder alignment.

The Home Depot Cont'd

Associate IA/UXD 📅 June 2016 - Jan 2019

Synergis Creative Contract 📅 Aug 2015 - May 2016

Supported multiple domains including checkout, cart, and major appliances. Advanced UX maturity and cross-functional collaboration while delivering measurable business impact.

- Co-led one-page checkout redesign generating \$200M incremental revenue and 20% faster completion.
- Bridged quantitative and qualitative insights to inform priorities and validate solutions.
- Led usability research and synthesized insights into actionable design recommendations.
- Paired with engineering to improve delivery speed and reduce QA issues.

Earlier roles included UX and visual design work with agencies and national brands such as Definition 6, Brandmovers, Red Clay Interactive, Minute Rice, and Waste Management.

Cox Media Group - UXD 📍 Atlanta, Ga. 📅 Oct 2014 - Aug 2015

Freelance Designer - UI/UXD 📍 Atlanta, Ga. 📅 Jan 2014 - Nov 2014

FKM - Jr. Art Director 📍 Houston, Tx. 📅 June 2012 - August 2013