



# Leigh Haislip

## PRODUCT DESIGN LEADER

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### PORTFOLIO

[leighhaislip.com](https://leighhaislip.com)

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### CONTACT

Atlanta, Ga.

770-378-9309

leigh729@gmail.com

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### EDUCATION

#### University of Georgia

B.A. Advertising &  
Certificate in New Media

Athens, Ga.

Dec 2009

GPA: 3.55

#### Creative Circus

Art Direction Program

Atlanta, Ga.

Dec 2011

Audited classes in  
User Experience,  
Interactive Design &  
Web Development

Jan 2014

### EXPERIENCE

#### Fiserv UX Manager

Atlanta, Ga. May 2022 - Present

Responsible for a team of 6 designers and 1 researcher across multiple digital products. Managed the team through a time of change with shifting priorities and changing stakeholders. Daily responsibilities included:

- Bringing new processes, most notably Design Sprints, to the team.
- Facilitating vision work for the future of our digital banking products.
- Managing relationships and setting expectations with key product and development stakeholders.
- Fostering talent to improve both speed of delivery and quality of the UX work output.

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#### ADP Sr. UX Designer

Atlanta, Ga. Aug 2020 - May 2022

TEKSystems Contract Oct 2019 - Aug 2020

Lead UX for ADP's innovative software that simplifies HR processes, bringing humane experiences to an enterprise time off tool suite. Key projects included a next generation global leave of absence redesign for an end-to-end experience from policy configuration, to requesting leave and approval processes, to return to work flows for practitioners, managers and employees. Daily responsibilities included:

- Leading team meetings.
- Helping leadership track team objectives and key results.
- Growing UX maturity with product teams and stakeholders.
- Advocating for UX representation in company-wide processes and practices, including Agile Development

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#### The Home Depot Senior IA/UXD

Atlanta, Ga. Jan 2019 - Oct 2019

Lead UX for the small electrics product category within HD home, The Home Depot's new and growing product assortment in home decor projects. Redesigned the shopping journey with a mobile first approach not previously used. Daily responsibilities included:

- Onboarded and mentored junior UX colleagues.
- Gained alignment across a growing, cross-functional team.
- Design thinking facilitation including Google Ventures-style Design Sprints.
- Introduced a mobile first design workflow.



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## SKILLS

### Team Management

- 👤 Skill Building
- 🗨️ Storytelling
- 📅 Strategic Planning
- 👥 Culture Building
- 🤝 Conflict Resolution

### Design Ops

- 🧠 Design Thinking  
Facilitation
- 🔄 Agile Methodology
- 👤 User-centered Process
- 👥 Cross-functional  
Collaboration

### UX/Product Design

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

## The Home Depot Cont'd

Associate IA/UXD 📅 June 2016 - Jan 2019

Synergis Creative Contract 📅 Aug 2015 - May 2016

Worked across multiple team domains from cart and checkout to major appliances, I helped product teams bridge the gap between quantitative and qualitative data to make sure we're solving the right problems. Key projects included a one-page checkout redesign that delivered \$200M, 20% time savings and a reduction in back to cart. Daily responsibilities included:

- Facilitated weekly Peer Reviews.
- Usability research including writing test scripts and synthesizing results into actionable recommendations.
- Paired with engineering partners throughout the development process.

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

UX advocate who educated the organization about the user experience process to incorporate process documentation into the workflow. Daily responsibilities included:

- Organized UX Lunch & Learns to educate our product partners.
- Provided UX support to third party agencies.
- Owner of meeting that facilitated bringing together UX from multiple teams.

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

Multi-tasker and wearer of multiple hats. Jumping in and getting up to speed on projects quickly to meet design needs within aggressive timelines. Clients include Definition 6, Brandmovers and Red Clay Interactive.

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

Concepting big ideas and providing design support for end-to-end advertising campaigns both print and digital. Clients include Minute Rice, Massage Heights, Waste Management and others.