

Jeremy Bird

+1 (801) 376-3574 | jeremybirddesign@icloud.com
<https://jeremybird.com> | [linkedin.com/in/jeremybird276](https://www.linkedin.com/in/jeremybird276)

UX Director

Lehi, Utah

PROFESSIONAL SUMMARY

Results-driven UX Director who scales design impact to drive massive business growth and enterprise digital transformation. **My strategic approach to product design has generated \$2.7 billion in revenue**, boosted retention by 52%, and directly influenced closing 21 record-setting deals while winning back 15 lost contracts.

Design (25 yrs) | UX Design (15 yrs) | °User Research (15 yrs) | Design Ops (10 yrs) | Management (9 yrs)

AREAS OF EXPERTISE

SKILLS: Accessibility, Capacity Planning, Career Development, Design Systems, Interaction Design, Information Architecture, Journey Management, Process Optimization, Prototyping, Resource Planning, Service Blueprinting, Stakeholder Management, Storytelling, Team Building, User Research, Visual Design

TOOLS: Adobe Creative Suite, AHA, AirTable, Claude, Cursor, EnjoyHQ, Figma, FigJam, Figma Make, HotJar, HTML/CSS, Jira (Align), Linear, Marvin, Maze, Medallia, Miro, Optimal Workshop, Pendo, Qualtrics, Salesforce, TheyDo, UserTesting, VoiceFlow

WORK EXPERIENCE

Senior UX Manager, Experience Design & Design Operations

Nov 2024 - Current

Xometry | Remote

Brought in to help scale the UX organization, mature processes / systems, optimize design throughput, & raise the bar on quality. I did all this while leading a design org of 19 designers & managers across 5 domains.

- **AI-first Design Workflows:** Oversaw introduction of AI technologies (Cursor, Figma Make, MCP, Code Connect, SpecKit, etc) into design workflows and linking code & design components. This accelerated ideation, prototyping, & component creation by 24X.
- **Throughput Lift:** Spearheaded the migration of UX workflows to Jira, creating a single source of truth that bridged the visibility gap across departments & increasing team throughput by 25% in 4 months.
- **Journey Management Foundation:** Spearheaded a foundational service design initiative successfully aligning cross-functional teams on project lifecycle stages which reduced employee onboarding by 35%.
- **Client Onboarding Growth:** Identified critical friction points within the user journey, driving data-informed design strategies that reduced Partner sign up time by 54% & increased process entry by 72%.
- **Team Capacity Clarity:** Created a scalable **UX Effort Framework** which enabled UX Capacity Planning, reduced delivery bottlenecks, & enabled teams to balance supply and demand proactively.

UX Manager, Store Systems & Contact Center Technology

Apr 2022 – Nov 2024

Home Depot | Remote

Led conversation design, product design, content design, and user research teams across Store Systems and Contact Center overseeing 6 products processing \$20B in sales annually.

- **Quote Sales Growth:** Led design for the "OrderUp" complex selling platform, delivering a streamlined sales enablement experience that generated a \$205M sales lift and \$89M in new revenue in 6 months.
- **Expense Reduction:** Drove a redesign of the returns ecosystem, identifying critical friction points that led to a \$150M reduction in operational expenses in 6 months & saved 38.2 million associate minutes.
- **Context-Aware Upselling:** Guided UX, research, and contact center operations teams to architect intuitive, context-aware upselling experiences, achieving \$89M in net new revenue in just 3 months.

Senior UX Manager, Data Science

Oct 2020 – Apr 2022

Target | Remote

I was hired to start a UX team within the wider Enterprise UX team to support Target's suite of 9 data science applications and oversee the experience vision into 1 seamless platform.

- **Accelerate Billion-Dollar Decisions:** Directed the strategic UX overhaul of Sapphire, an enterprise A/B testing platform, reducing test creation time by 56% and accelerating billion-dollar design decisions.
- **Strategic Pivot:** Led a strategic pivot for Target's enterprise roadmap, shifting focus to a data discovery experience that recovered \$27M in labor costs & drove a 530% reduction in time-to-insight.

Head of Design & Research

Apr 2019 – Oct 2020

Arbiter Sports | Sandy, Utah

I was hired to start a UX team and elevate & modernize the user experience of 20-year old legacy platform containing 8 disparate products into 1 seamless platform.

- **Client Admin Efficiency:** Delivered strategic UX improvements to eligibility & registration system for sports governing body admins that achieved a staggering 5,000% reduction in system setup time.
- **Sales Enablement Lift:** Eliminated custom fee payment scripts & enabled faster bulk payments admins for admins at our largest customers directly enabling the 2nd largest deal in company history.

UX Manager

Jun 2017 – Jan 2019

Omadi | Lehi, Utah

- **Safety Impact:** Aligned UX improvements with business growth by architecting mobile workflows slashing hazardous on-scene data entry & achieving a 28% lift in same-day pick ups for our client in 4 months.

Education

Bachelor of Science, Interaction Design, Utah Valley University | Orem, UT

Coursework, Business Management, Brigham Young University | Provo, UT