

Jill Levenson

Director, Customer Experience | Enterprise CX & Design Leader

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PROFESSIONAL SUMMARY

To design is to decide – and great decisions require a systems-level view of how people, policy, process, physical environments, technology infrastructure, and software interact. I am a Customer Experience strategist and enterprise architect who treats design as a science: defining success objectively, measuring it empirically, and using it to drive investment decisions at scale.

Over 15 years at the intersection of UX, product, and operations – most recently at The Home Depot across 2,000+ retail locations – I have developed Full-Stack Experience Architecture, a methodology for driving change through all seven layers of an enterprise environment simultaneously. I operate most effectively in undefined spaces, leading through influence, translating ambiguity into shovel-ready recommendations, and building the cross-functional alignment that makes large, complex investments possible.

CORE CAPABILITIES

Methodology Full-Stack Experience Architecture · 5D's CX Lifecycle (Discover → Deliver) · Crawl/Walk/Run Investment Sequencing · Jobs-to-Be-Done Research · Service Blueprinting

Strategy Enterprise CX Strategy & Transformation · Omnichannel Journey Design · Experience Measurement & ROI of Design · Investment Prioritization & Business Case Development

Leadership Cross-Functional Influence Without Authority · Executive Storytelling · Stakeholder Alignment · Talent Development · Matrixed Org Navigation

Domains Retail & In-Store Operations · Digital & Omnichannel · Associate Experience · AI-Assisted Product Development · Agile & SAFe Delivery Frameworks

EXPERIENCE

Director, Customer Experience

2025 - Present

The Home Depot | Atlanta, GA

Established CX as a new enterprise function at the world's largest home improvement retailer – operating across 2,000+ locations and \$159B in annual revenue. Establishing authority through inspiration and influence, driving alignment across Product, UX, Engineering, and Store Operations on some of the company's highest-complexity enterprise initiatives.

- Leading enterprise CX strategy regarding Language & Translation to document and address the 'language tax' that affects an estimated 1 in 6 pro and 1 in 10 consumer households. Developed strategic framing and business case for a Common Translation Service – a foundational platform investment positioned to de-risk the company's growing Pro business initiatives, given that 24% of construction firms are Hispanic-owned
- Driving cross-functional alignment and operational cadence on a store connectivity initiative spanning network infrastructure, devices, and software – reframing fragmented technology decisions as a unified CX priority. Our problem framing is reshaping a major procurement cycle with implications for a \$14B annual store labor investment
- Pioneered a Full-Stack Experience Architecture methodology – a 7-layer framework spanning People, Policy, Process, Floorplans, Fixtures, Infrastructure, and Software – to ensure enterprise initiatives are considered across all dimensions before development begins, to reduce rework and accelerate delivery and adoption

- Operating through influence across a matrixed organization, using structured problem framing, crawl/walk/run investment sequencing, and executive storytelling to advance complex initiatives without formal authority over engineering or operations resources.

Senior Principal, Enterprise User Experience

2018 - 2025

The Home Depot | Atlanta, GA

Led interconnected retail CX and service design strategy for Store operations, impacting hundreds of thousands of frontline associates and millions of customers annually across 2,000+ locations

- Established a standardized CX measurement framework for store systems connecting experience metrics to business performance – enabling enterprise planning to account for the human impact of technology decisions at the interaction level. A Home Depot first.
- Aligned 150+ senior leaders across Store Operations, Payments, and Digital on a unified POS modernization vision – securing investment in a multi-year transformation and establishing a replicable model for enterprise CX alignment at scale
- Defined a future-state associate platform integrating workflows, communication, and task management – directly informing hundreds of millions in planned technology investment and charting a multi-year roadmap for associate productivity improvement across all stores
- Pioneered a service prototyping methodology that enabled leaders to evaluate future-state experiences and make faster, lower-risk decisions on technology, operational, and product investments – reducing the cost and cycle time of enterprise decision-making
- Launched an AI-assisted search pilot adopted across stores, reducing associate effort in product lookup and improving speed and accuracy at the point of sale – one of the company's earliest applied conversational AI implementations in a store operations context
- Developed high-performing talent, mentoring dozens thru promotions into the Principal job track – building the leadership bench and team culture that sustains CX capability and reinforces the force multiplying value of human-centered thinking at enterprise scale
- *Recognition: Multiple Executive Homer Awards; 2025 Leadership University Values-Based Leader Award*

Director, Customer Experience

2017 - 2018

Flexdrive (Automotive Tech Startup) | Atlanta, GA

Led end-to-end CX strategy for a Car-as-a-Service startup from incubation through Series A funding.

- Designed and launched the full customer experience across digital and retail touchpoints – from acquisition through ongoing support – in under 12 months
- Developed service blueprints that secured B2B partnerships with Uber and Lyft, enabling scalable driver acquisition and contributing to the company's eventual acquisition by Lyft
- Delivered 1,000+ qualified leads in under six months through CX-driven growth experiments, and launched a predictive analytics platform providing driver, vehicle, and fleet insights

Product Manager, Digital Retail

2015 - 2017

Cox Automotive | Atlanta, GA

- Quadrupled conversion rates within one year by optimizing user workflows and simplifying complex, multi-brand feature sets across Autotrader, Kelley Blue Book, and OEM partners.

- Led cross-platform integrations to enable end-to-end automotive e-commerce experiences and championed Agile delivery practices across product and engineering teams.
- *Recognition: 2015 Cox Automotive Digital Retail Product Manager of the Year*

Associate Creative Director, Marketing & Communications

2011 - 2015

Boys & Girls Clubs of America | Atlanta, GA

- Directed omnichannel campaigns supporting \$100M+ in annual fundraising. Led national website redesign and established brand standards adopted across national and local organizations.

EDUCATION

BFA, Visual Communications & Advertising

Washington University in St. Louis

Brand & Customer Experience Strategy Certificate

Emory University Goizueta Business School + AIGA