

Douglas Borenstein

Senior UX & Product Design Leader

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S U M M A R Y

I make the complex feel inevitable. Senior UX & Product Design leader with 15+ years delivering enterprise and consumer platforms for Fortune 500 companies across retail, hospitality, telecom, and logistics. I operate at the intersection of customer experience, revenue growth, and platform scalability — setting roadmaps, aligning OKRs, and building the cross-functional organizations that execute them. I also open Figma when the work demands it.

At The Home Depot, I lead UX and product teams across 10+ enterprise platforms — from the flagship in-store selling app to two distinct AI/ML decision systems: a real-time pricing engine and an inventory resolution tool. At IHG, I directed global UX across reservation, loyalty, and mobile — turning a legacy green-screen replacement into the industry's first attribute-based booking platform. At Slalom, eight years of end-to-end consulting sharpened one skill above all others: understanding what an organization actually needs to build, not just what it says it wants.

My superpower is finding the solution customers actually want to use and the business actually needs to build — and making those two things the same answer.

S E L E C T E D W O R K

The Home Depot — Enterprise Platforms & AI/ML-Enabled Systems

- Flagship Selling App: Built the case and roadmap to consolidate store, online, and special-order products into a single platform — enabling larger orders, broader fulfillment options, and a clearer picture of customer intent. Led cross-functional UX and product strategy across a 40M+ transaction platform supporting \$25B+ in revenue.
- AI/ML Decision Systems: Designed two distinct systems — a real-time pricing engine surfacing the right price at the right moment to build trust and long-term value, and an inventory resolution tool automating straightforward decisions while guiding users through complex ones. Improved in-stock position and inventory turn.
- Private Label Platform: Redesigned the merchandising launch process around tollgates, timelines, and SLAs — deadlines enforced by the system rather than chased manually. Faster launches, stronger catalog availability.
- CX Strategy: Mapped friction across supply chain and service platforms; applied an effort-vs-impact filter to keep teams focused on the right problems — not the loudest ones.
- Design Systems: Built Figma component libraries and accessibility standards that shifted team energy from debating pixels to solving problems — freeing designers and engineers for higher-value decisions.
- Research Ops: Built a shared research process giving product, engineering, and UX a common language at every stage — turning research from a schedule question mark into a trusted decision input.
- Hiring & Mentorship: Grew UX teams from the ground up; launched the org's first internship program — structured for craft, business fluency, and talent pipeline — with 15+ participants and multiple full-time conversions.

IHG — Global Reservation, Loyalty & Mobile Platforms

- Attribute-Based Booking: What started as a legacy green-screen replacement became the industry's first room-attribute selection platform — identifying that hotels pricing individual attributes and guests booking by them would increase revenue and meaningful choice. Multi-year product strategy from 0 → 1 through full enterprise suite; \$50M+ incremental revenue.
- Guest Experience: Connected reservation history, loyalty status, and preferences across platforms — giving hotel staff the context to deliver personalized service at the right moment.
- Mobile Loyalty & Gamification: Drove 30%+ engagement lift through personalized, gamified iOS and Android apps featuring upsell flows, notifications, and behavioral personalization.
- Shared Design Systems: Built multi-brand Figma component libraries unifying UX across IHG's global ecosystem — improving consistency, learnability, and delivery speed.

Slalom Consulting — Product Management & UX Lead

- 0 → 1 Product Strategy & Transformation: Led discovery through delivery for Fortune 500 clients across retail, telecom, and travel — new product launches, legacy system transformation, and end-to-end UX and product strategy.
- Operational & Compliance Tools: Designed workflow and vendor compliance platforms that improved supply chain visibility, on-time fulfillment, and process efficiency at enterprise scale.
- Design Systems: Built reusable Figma-based UX frameworks and component libraries across distributed client teams — reducing rework and accelerating delivery.

WORK HISTORY

Senior Manager, UX & Product Design · The Home Depot

07/2020 – Present

Atlanta, GA

- Lead UX and product teams across 10+ enterprise platforms; define roadmaps, OKRs, and long-range product strategy in partnership with executive stakeholders across Product, Engineering, Analytics, and Operations.
- AI/ML Decision Systems: Delivered two distinct systems — a real-time pricing engine and an inventory resolution tool — each surfacing the right answer at the right moment to improve conversion, in-stock position, and efficiency.
- Selling Platform: Consolidated store, online, and special-order products into a single platform — larger orders, broader fulfillment, clearer customer intent across channels.
- Established Figma-based design systems and governance, freeing teams from debating pixels and patterns to focus on process and problem solving.
- Research Ops: Built shared infrastructure giving product, engineering, and UX a common language — turning user research from a schedule risk into a continuous, trusted decision input.
- Hired and grew UX teams; launched the org's first internship program — 15+ participants, multiple full-time conversions — structured for craft, business fluency, and repeatable pipeline.

Manager, UX & Product Design · Intercontinental Hotels Group (IHG)

07/2016 – 07/2020

Atlanta, GA

- Directed global UX and product strategy across reservation, loyalty, and mobile for a top-5 global hotel brand; managed executive alignment across brands, regions, and business units.
- Attribute-Based Booking: Reframed a legacy replacement as a market opportunity — launched the industry's first room-attribute booking platform from 0 → 1 through full enterprise suite; \$50M+ incremental revenue.
- Guest Experience: Connected reservation history, loyalty status, and preferences across platforms to deliver personalized service at the right moment for every guest.
- Drove 30%+ loyalty engagement growth through gamified iOS and Android mobile experiences; built shared Figma libraries unifying UX across IHG's multi-brand global ecosystem.

Product Management & UX Lead · Slalom Consulting

07/2008 – 07/2016

Atlanta, GA

- Led end-to-end product strategy, UX, and delivery for Fortune 500 clients across retail, telecom, and travel — 0 → 1 launches through legacy transformation; managed executive stakeholder relationships.
- Delivered operational and vendor compliance tools improving supply chain visibility, on-time fulfillment, and process efficiency at enterprise scale.
- Built scalable Figma-based design systems and UX frameworks across distributed client teams — reducing rework and accelerating delivery.
- Early-career media roles at Comedy Central and Turner/Super Deluxe grounded a UX instinct for audience, narrative, and engagement that informs every enterprise platform built since.

CORE COMPETENCIES & SKILLS

Leadership & Strategy: Org design, team scaling, executive alignment, stakeholder management, OKRs/KPIs, roadmapping, design governance, cross-functional leadership

UX & Product Design: Enterprise SaaS, AI/ML-enabled systems, 0 → 1 product strategy, design thinking, design systems, CX strategy, complex workflow design, mobile & web, accessibility · Figma, Sketch, Miro

Research & Insight: User research, usability testing, user interviews, JTBD, journey mapping, research ops, data-driven experimentation, behavioral analytics

Execution & Delivery: Agile/Lean, roadmapping, backlog management, prioritization, prototyping, dev partnership, A/B testing, KPI tracking

Industries: Retail, hospitality, telecom, logistics, consulting, media & entertainment

EDUCATION & CERTIFICATIONS

MA, Graphic Communications · New York University

2005

BBA, Management Information Systems & Finance · University of Georgia

2004

UX Certification — Management Specialty · Nielsen Norman Group

2024