

RACHEL MINNICKS

User Experience Leader | Supply Chain & Enterprise Platforms

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EXECUTIVE SUMMARY

UX and experience-design leader with 18+ years driving end-to-end design strategy, research, and organizational transformation across enterprise-scale supply chain, product, and engineering ecosystems. Currently lead UX strategy within The Home Depot's Product Center of Excellence after scaling and leading UX across the Deliveries domain, including transportation, sourcing, selling, and post-sale experiences spanning 21 applications.

Known for building and growing high-performing UX teams (3 to 11+ designers and researchers), developing leaders, and translating ambiguous, cross-functional problems into measurable customer and business outcomes, including a platform strategy addressing a ~\$13M opportunity and a customer-tracking experience that grew engagement ~15%.

Operating at director altitude today: setting strategy, building the business case, influencing across org boundaries, and creating systems and standards that outlast individual projects.

CORE LEADERSHIP COMPETENCIES

Experience Strategy & Vision • UX Org Design & Scaling • Talent Development & Succession • Cross-Functional Influence • Customer-Centered Design & Research • Data-Informed Decision Quality • AI & Innovation Leadership • Enterprise Alignment • Design Systems & Operational Excellence • Stakeholder Management (VP/EVP) • Financial & Business Acumen • Storytelling & Executive Communication

PROFESSIONAL EXPERIENCE

THE HOME DEPOT — Atlanta, GA

Enterprise UX leadership across Supply Chain, Product, and Engineering

Apr 2018 – Present

Senior UX Manager — Product & Engineering Center of Excellence

February 2026 – Present

- **Set enterprise UX direction** across product and engineering enablement — defining scalable design standards, quality bars, and experience-measurement systems that lift UX maturity across the organization.
- **Partner with senior product, engineering, and enterprise-experience leaders** at the portfolio and platform level (not single-product), aligning priorities and creating clarity across siloed teams.
- **Champion responsible AI and innovation** as an enterprise capability — organized an AI Demo Day that advanced cross-team learning and adoption of emerging technology (Orange Spotlight Award).
- **Sustain a 98 Voice of Associate (VOA) engagement score** by leading through other leaders, with a philosophy centered on clarity, empowerment, and growth.

Senior UX Manager / UX Manager — Supply Chain (Deliveries)

2019 – February 2026

- **Led end-to-end experience strategy** across the Deliveries ecosystem — transportation, sourcing, selling, post-sale, and customer/associate communications — spanning first, middle, and last mile and a portfolio of 21 applications.
- **Scaled the UX organization from 3 to 11+ designers and researchers**, designing team structure to match product and operational complexity and creating career paths, role clarity, and growth plans.
- **Led UX strategy for Delivery Tracker**, the customer-facing order-tracking experience (externally recognized); unified all delivery channels onto one tracking experience and retired third-party tracking dependencies, growing weekly engagement from 2.7M to 3.1M views (~15%).
- **Created and presented the experience strategy and business case for the Delivery Management Platform (DMP)**, addressing a ~\$13M business opportunity; scaled the platform to 4,800+ daily users across all 155 delivery centers and 3PLs, handling 200K+ order searches per week.
- **Drove Driver Handheld from pilot to enterprise standard**, deploying across all warehouse sites and equipping drivers with a streamlined delivery workflow.

- **Enabled ~10 promotions across the team** and personally sponsored one contributor from Senior → Staff → Principal → Senior Principal, demonstrating sustained investment in leadership readiness.

UX Staff / Strategist — Pricing

Apr 2018 – 2019

- **Elevated from individual contributor to domain strategist**, conducting research with Directors, Sr. Directors, VP, and EVP of Pricing to align product and business strategy to a shared vision.
- **Introduced a Vision House and 3–5 year horizon thinking** to a domain previously focused on near-term delivery; brought a proof-of-concept into agile delivery through generative research and two-week design cadences.

SHARECARE — Atlanta, GA

UX Lead / Strategist

Aug 2014 – Apr 2018

- **Partnered directly with the SVP of Product** to align the platform experience with sales strategy for a new health platform; created personas, journeys, and prototypes that helped win enterprise customers by demonstrating reduced employer health costs.
- **Led the UX team across product swim lanes**, establishing research- and usability-driven design practices, intake/prioritization processes, and a shared UX knowledge base.

AT&T — Atlanta, GA

Senior UX Designer / UX Designer

May 2006 – Aug 2014

- **Designed within an internal R&D agency (CDI)** for AT&T Mobility & Home Solutions, mobile/web applications, responsive information architecture, and innovative in-store retail experiences; led research and usability testing.
- **Grew from summer intern to senior designer**, transitioning the team's focus from print and retail web to mobile-first information architecture as the industry shifted.

EDUCATION

M.S., Technical Communication Management — Mercer University School of Engineering

B.S., Technical Communication (Minor: Business) — Mercer University School of Engineering

AWARDS & RECOGNITION

- **Orange Spotlight Award** (The Home Depot) — Team Depot contribution and organizing an enterprise AI Demo Day.
- **CIO Award & Presidential Volunteer Award** (AT&T).
- **Conference Speaker** — presenter at Design at Scale 2022 (Rosenfeld Media).