

DOUGLAS BORENSTEIN

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Professional Summary

Strategic UX and Product Leader with 15+ years of experience delivering user-centered digital experiences that drive business impact. Expert in scaling design teams, defining product strategy, and leading cross-functional collaboration across complex enterprise and consumer platforms. Proven success in managing high-performing teams, aligning stakeholders, and delivering results through research-driven design, agile execution, and continuous optimization. Known for simplifying complexity, driving clarity across organizations, and building digital products that balance business goals with user needs.

Work History

Senior Manager, User Experience (Director-level peers & responsibilities)

07/2020 to Current

The Home Depot – Atlanta, GA

- Led cross-functional teams, including other leaders, to drive delivery, design alignment, and customer-focused collaboration across merchandising, supply chain, and store operations.
- Shaped product strategy for 10+ enterprise tools in a multi-million-dollar portfolio—defining a 3-year roadmap that streamlined workflows, improved usability, and boosted associate efficiency.
- Managed team structure and growth, overseeing hiring, onboarding, performance, and career development to support long-term org and business goals.
- Launched and led a UX-focused internship program, mentoring 15+ interns in product thinking, agile methods, and cross-functional collaboration—several converted to full-time roles.

Manager, User Experience

07/2016 to 07/2020

Intercontinental Hotels Group – Atlanta, GA

- Launched the industry's first attribute-based reservation tool, increasing guest satisfaction and revenue by letting travelers select specific room features; led end-to-end UX strategy and cross-functional alignment.
- Designed a new tool for reservation agents, improving speed and accuracy of call center bookings; created a multi-year roadmap informed by usability research and real agent feedback.
- Delivered a suite of operational tools for hotel staff, including guest management and content systems; built a design framework to improve consistency, learnability, and delivery speed.
- Integrated AI/ML into reservation and revenue tools to optimize pricing and upgrade offers—focusing on guest experience and measurable business impact.

Solution Architect and Consultant Manager

07/2008 to 07/2016

Slalom Consulting – Atlanta, GA

- Led multidisciplinary teams across Fortune 500 clients to deliver digital solutions spanning e-commerce, telecommunications, and hospitality.
- Managed consultants across UX and IT disciplines, overseeing career development, client delivery, and cross-functional collaboration.
- Defined scope, budgets, and delivery plans for enterprise engagements, ensuring successful execution of complex initiatives.
- Delivered end-to-end solutions from discovery to launch—driving alignment between user needs and business priorities.

Editorial & Digital Media Roles

2005 to 2008

Super Deluxe (Turner Broadcasting) – Atlanta, GA

Comedy Central – New York, New York

- Produced digital experiences for brands like The Daily Show, The Colbert Report, and Super Deluxe, building skills in storytelling, content platforms, and audience engagement.
- Contributed to early innovations in digital video, CMS workflows, and retention strategies in the media and entertainment industry.

Core Skills

- UX & Product Strategy – Research-driven design, roadmap definition, user validation, stakeholder alignment
- Cross-Functional Leadership – Leading teams of designers, researchers, and product owners across enterprise portfolios
- Design Operations & Team Growth – Scalable design systems, career development, operational excellence
- Complex Platforms & Tools – Enterprise SaaS, supply chain systems, reservation tools, B2B platforms

Education & Certifications

Master of Arts: Graphic Communications

12/2005

New York University - New York, NY

BBA: Management Information Systems, Finance, New Media

05/2004

University of Georgia - Athens, GA

UX Certification (Management Specialty): Nielsen Norman Group

11/2024