

Jared Blake Bogrett

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Portfolio: www.jaredbogrett.com

Profile

I am a Product Experience leader for both enterprise and customer facing tools. I specialize in enabling product design and research practitioners to drive business value in the experiences they create.

Experience

Sr. Product Experience Leader (CX)

The Home Depot | Atlanta, Georgia | June 2024 – Present

Notable accomplishments for my team include:

- Defining business processes and service offerings through end user research for a new Pro House Account credit offering which has led to over \$100m in sales across two thousand customers in its first year alone.
- Driving user centric evaluation of new financial planning and management systems to support a multi-billion-dollar IT organization. This effort is eliminating over \$10 million per year in IT labor through process improvements for how we plan, allocate and track our associate and contract labor mix.

UX Manager, Finance

The Home Depot | Atlanta, Georgia | May 2021 – May 2024

- Defined end user pain points and drove design solutions that led to an 80% reduction in support tickets for our procurement operations team. This greatly reduced our average time to resolution, reducing payment penalties to vendors, as well as decreased support labor hours by over 40% saving the company over a million dollars per year in labor alone.
- Identified pain points in our tax-exempt customer experience and led to design enhancements for our registration portal that reduced call center volume by 30% and customer call wait time by over 50%. This not only reduced compliance risk for our tax department but also saved hundreds of thousands in contact center labor.

Lead UX Designer,

The Home Depot | Atlanta, Georgia | 2019- 2021

- Lead UX designer supporting a new job marketplace for hiring managers and job seekers in the trades. To date, the program has helped place over ten thousand job seekers with opportunities in the trades.
- Lead UX designer supporting Pro Fulfillment our multi-year strategic initiative intended to increase share of wallet across the \$600 billion addressable professional home improvement

market. I helped the business develop a framework to map target pro trades to fulfillment capabilities required to increase spending for a given customer segment.

Senior UX Designer

2016 -2019

- Partnered with head of talent acquisition for retail operations and software engineering to create a new hiring process and custom developed software in support of store hiring managers. The initial release of the Staffing Workflow saved hiring managers 1 hour of labor per day. Across 2,000+ stores, this equates to 11 million dollars in labor savings a year.
- Led effort to redesign our associate facing delivery reservation calendar, job site pickup and capacity planning experiences in support of our Deliver From Store program. The team saw a 16% reduction in missed or rescheduled deliveries and increased fleet utilization from 84% for 93% in target markets.

Jared Blake Design

2013-2016, San Francisco California

Various freelance design roles

Primarily focused on communication of strategy for technology driven design of large-scale architecture projects for healthcare facilities. Designed prototypes and presentation materials in support of both investors and client presentations.

Education

California College of the Arts

MFA Design, Interaction

University of Colorado at Boulder

BA Environmental Design