

Sharon Mills

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Journey Mapping & Service Design Leader

Journey Mapping and Service Design leader with 15+ years of experience driving enterprise-scale customer and digital experience transformation across telecommunications and retail environments. Expertise in developing and optimizing end-to-end customer journeys, facilitating cross-functional workshops, synthesizing customer research, identifying experience pain points, and translating insights into actionable strategies and prioritized improvements.

Experienced in aligning product, technology, operations, and business stakeholders around current-state and future-state experiences, with a proven ability to manage multiple concurrent initiatives and facilitate collaboration across complex, matrixed organizations. Known for combining customer empathy, systems thinking, service design, and measurable business outcomes to improve experiences and reduce friction.

Career Highlights:

- Led **20+ enterprise strategic initiatives and 75+ feature enhancements** across telecommunications and retail environments, delivering end-to-end experiences impacting **5M+ customers and users**.
- Designed and optimized **15–25 end-to-end customer journeys**, connecting customer needs, business objectives, operational requirements, and digital touchpoints.
- Planned and co-led **40+ cross-functional workshops and journey-mapping sessions**, engaging 8–20 stakeholders per session and influencing 15–30 partners across initiatives.
- Managed **3–5 concurrent projects** of varying complexity while consistently meeting delivery timelines and quality standards.
- Conducted and synthesized research involving **500+ cumulative users**, translating customer insights and behavioral patterns into actionable experience improvements.
- Delivered measurable improvements including **20–30% reductions in workflow friction, 30% reductions in rework**, and faster experience validation through AI-enabled design practices.

Systems Experience & Core Competencies:

Journey & Service Design: Journey Mapping | Service Design | Service Blueprinting | End-to-End Customer Journeys | Current-State & Future-State Mapping | Experience Strategy | Touchpoint Optimization | Human-Centered Design

Research & Insights: Customer Research | User Research | Usability Testing | Research Synthesis | Customer Feedback | Pain-Point Identification | Experience Insights | Data-Informed Design

Leadership & Collaboration: Cross-Functional Leadership | Workshop Facilitation | Co-Creation | Stakeholder Alignment | Strategic Planning | Roadmap Prioritization | Executive Storytelling | Project Management

Experience Design: UX Strategy | Digital Experience | Interaction Design | Prototyping | Design Thinking | Accessibility & Inclusive Design | WCAG | Design Systems

Emerging Capabilities: AI-Enabled Prototyping | Generative AI | AI-Supported Research Synthesis | AI-Assisted Journey Mapping

Professional Experience:

The Home Depot – Atlanta, GA

06/2025 – 01/2026

Staff UX Designer - Contract

Position eliminated as part of a company-wide reduction in force (January 2026)

- Applied **human-centered and service design methodologies** to lead discovery, journey mapping, and research synthesis, translating user interviews and research artifacts into actionable experience recommendations.
- Mapped and evaluated authenticated and operational digital experiences, identifying user pain points and opportunities to improve end-to-end workflows for Operations users.
- Designed accessible and inclusive end-to-end experiences aligned with **WCAG standards**, balancing customer needs with business, technical, and operational requirements and contributing to a **25% improvement in usability and accessibility scores**.
- Partnered with product managers and engineers in an agile environment to translate experience strategies into viable solutions, conducting two rounds of validation that reduced rework by **30%**.
- Leveraged established design systems and platform standards to improve consistency and reusability across **20+ digital touchpoints**, accelerating design-to-development handoff by **25%**.
- Applied AI-supported research synthesis to analyze **100+ testing observations**, identify usability patterns, and accelerate insight generation.
- Used AI-powered tools to streamline **journey mapping and service blueprint documentation**, improving workshop output efficiency and reducing documentation time by **30%**.
- Integrated AI-assisted prototyping and generative design workflows to accelerate concept development and enable stakeholders to evaluate experience directions earlier in the discovery process.

Cox Communications – Atlanta, GA

Lead User Experience Designer

11/2022 – 12/2024

- Led **experience strategy, journey mapping, research, service design, prototyping, and testing** across 8+ cross-functional teams, delivering 30+ solutions from ideation through deployment and contributing to a **25% improvement in customer experience**.
- Developed **future-state experience visions and strategies** for Residential and Business stakeholders, creating frameworks and operational plans supporting **20+ end-to-end customer journeys**.
- Planned, designed, and co-led **40+ co-creation workshops and journey-mapping sessions**, including facilitating the Service Design workstream and generating **25+ prioritized initiatives and experience concepts**.
- Synthesized insights from **150+ customer interviews and research sessions** to identify customer needs, pain points, and opportunities for service and experience improvement.
- Facilitated cross-functional alignment among product, technology, business, and operational stakeholders, translating customer insights into strategic recommendations and prioritized roadmaps.
- Communicated journey insights, experience strategies, design vision, and project progress to **20+ stakeholders and business partners**, influencing roadmap and prioritization decisions.
- Used storytelling, service concepts, prototypes, and journey artifacts to communicate future-state experiences and secure alignment on **15+ strategic initiatives**.
- Managed **3–5 concurrent projects** of varying complexity, coordinating priorities and maintaining delivery timelines and quality standards.
- Partnered closely with development teams to translate experience strategies and design specifications into implemented solutions, reducing defects and rework by **30%**.
- Applied human-centered and service design practices to connect customer needs with strategic business objectives and operational considerations across complex customer ecosystems.

Senior User Experience Designer

01/2010 – 11/2022

- Designed user-centered interfaces and interaction flows for **20+ digital features** across residential and business customer platforms, partnering with product managers and engineers to improve usability and reduce task completion time by **15%**.
- Supported customer research and usability testing involving **40+ customers**, translating insights into experience recommendations, wireframes, prototypes, and design specifications.
- Collaborated with product and technology partners to identify experience issues and implement improvements across customer-facing digital journeys.
- Contributed to the delivery of **10+ product enhancements** informed by customer research and usability findings.

Education & Certifications:

Bachelor of Fine Arts – Graphic Design — Moore College of Art & Design

Certified Facilitator – LUMA Institute

Certified Practitioner – LUMA Institute

Storytelling For Influence — IDEO