

Trey Banks

Digital Design Strategic Leader

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SUMMARY

Experienced Design leader with a proven track record of leading design teams and organizations to deliver powerful and useful customer and user experiences. A strategic thinker focused on delivery and fostering communication, culture and cohesion between teams and functions. With more than 16 years of design experience and leadership Trey is vision caster, growing up teams of designer and raising up leaders.

EXPERIENCE

Enterprise CX/UX Manager

The Home Depot

📅 2018 - Present 📍 Atlanta, GA

I lead transformation and modernization within the customer experience of Home Depot payments enterprise wide. Driving cross domain strategy and communication to ensure we can maintain sales while scaling growth and maturity in credit, POS and customer interaction at conversion in the stores.

- Managed a team of 10 designers and consistently exceeded partner and customer expectations resulting in a 28% increase in incremental sales growth YOY. We successfully converted \$11.5B in sales aside from credit, our most successful year of all time in 2021.
- Collaborating to create more than \$115MM in incremental growth through the Pro customer experience.
- Leading and collaborating with credit services business partners and driving home more the \$22B in converted transactions via in store credit.

Founder / Director of UX

TTAGS UX

📅 2015 - 2018 📍 Atlanta, GA

Led company clientele and strategy in producing greenfield and SaaS solutions driving ADA compliance across government contracts. I led consultancy with many fortune 500 companies and government agencies.

- In a startup boutique feel I led a team of 5 UX designers and 7 product managers.
- With multiple clientele in portfolio, I would oversee outcomes and solutions per client approved decisions. I would lead the conversations with a strategic plan to implement across domain impacts via their internal enterprise impacts.
- Conducted gaps analysis and competitive assessment to line up and facilitate brainstorming sessions aligning partners across business and various functions of the company.

Lead UX Designer (Contract)





Quintiles

📅 2017 - 2017 📍 Atlanta, GA



Managed a team collaborating on a home grown ERP solution to scale supply chain for products both ambient and frozen. These products were traveling in timely location need for clinical studies.

- Managed a small team of 2 designers in leading the strategy and the five year set plan to launch and grow past the MVP.
- Developed design and product strategies for executive leadership to see beyond the service of provision how to grow up their supply chain while having this solution support it. This succeeded and grew 60% more efficient nearly doubling their efficiency from 2015 making it faster and safer to move study vials.
- Instituted agile methodologies with cross functional teams conducting ceremonies and demos making a collaborative and transparent process to deliver and launch. In a traditionally waterfall environment I pushed and drove agility which cut down timelines by nearly 45 days.

STRENGTHS

-  **Strategic Planning**
Developed strategic plans that have positively impacted millions in growth of revenue.
-  **Team Management**
Providing design teams strong visions and culture building raising productivity by 35% in agile environment.
-  **Vision Setting**
Provided many teams with restructured planning both aligning to industry adaptation design standards and company growth impacting more than \$80MM in augmented team growth.
-  **Public Speaking**
Spoke in front of many groups, conferences, panels and forums driving design and strategic thinking to designers and companies.

ACHIEVEMENTS

-  **Pioneering Digital Accessibility**
The Home Depot is a fortune 20 company that had no center of excellence for accessibility. I led a team pushing this invitation to change the way we think about A11y and today we hire A11y designers on our staff.
-  **Mentoring Junior Designers**
Seeing designers grow is amazing to see and how they surpass anything you ever imagined is the greatest reward. I have dedicated more than 3000 hours of mentorship to younger up and coming UX professionals.

EDUCATION

Human Computer Interaction

MIT OCW

📅 2006 - 2007