

Elaine Torres - User Experience Leader

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Open to remote or
onsite full-time
roles.

PROFESSIONAL PROFILE

UX PRINCIPAL | PRODUCT DESIGN LEADER | AI STRATEGY

Driving Digital Transformation & 0-to-1 Innovation for Fortune 500s | Gen AI Integration and service design specialization for product design.

RELEVANT WORK EXPERIENCE

OCT 2021-PRESENT

THE HOME DEPOT CORP. ATLANTA, GA / CX/UX PRINCIPAL

Enterprise UX Strategy: I define and implement UX architecture and future-state UX strategy and design for the Interconnected Project Selling ecosystem, ensuring seamless tool integration for store associates.	AI & Process Optimization: I spearhead the utilization of AI across complex problem spaces to streamline associate workflows and enhance data-driven decision-making. This reduces design research lifecycle from 4 weeks to 2 weeks - sometimes less.	Product Launch & Scale: Successfully led the design and rollout of 4 major products to 2,000+ stores, including a national Pipeline Management tool and the 2026 "Smart Cages" IoT security experience leading to a reduction in store shrink by 10% across 2,021 stores in the US.	Research & Validation: Directed store-level and virtual usability testing, synthesizing deep-dive research into high-level stakeholder readouts that inform executive product direction.
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OCT 2019-NOV 2021

COX AUTOMOTIVE, ATLANTA, GA / SR. UX ARCHITECT

Service Design & Strategy: Championed the use of service blueprints and customer journey maps to identify critical touchpoints and aligning digital retailing products with real-world user behaviors.tes.	End-to-End Execution: Owned the full design lifecycle, from generative user research and competitive analysis to the delivery of high-fidelity wireframes and interactive prototypes for web and mobile for this 0-1 product. Concept to completion..	Business Operations: Authored comprehensive vendor management case studies and RFP documentation to streamline external partnerships and technological integrations.	Product Launches: Successfully brought two major platforms to market: Accelerate Enhanced Leads (lead generation optimization) and Esntial Commerce (end-to-end online vehicle purchasing). Improved usability SUS scores significantly from 60% to 80%.
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Data-Driven Iteration: Conducted extensive usability testing and transformed findings into actionable product solutions and strategic consumer messaging plans.

MAY 2018-SEPT 2019

7-ELEVEN CORP. DALLAS, TX/ UX DESIGN-LEAD 7Rewards & 7Now Delivery

.Team Leadership:

Manage a global team of 6 designers (3 US, 3 International), overseeing project planning, task management, and design critique sessions to ensure alignment with the 7-Eleven Digital roadmap.

Product Strategy:

Defined the UX integration process for the 7Rewards team and currently lead design for the 7NOW Delivery experience, launching multiple nationwide retail features.

Innovation & Emerging Tech:

Served as UX Lead and PM for AR/VR in-app experiences, managing end-to-end development, storyboarding, and game concept design for international marketing campaigns. Resulted in 13.6M in incremental sales to 800K unique customers over 2 months.

Systems & Mentorship:

Contributor to the comprehensive 7-Eleven Digital design system and mentor to junior designers on Agile practices, visual design, and generative research

Enterprise Evangelism: Increased UX maturity by leading workshops, conducting competitive analysis, and educating cross-functional stakeholders on user-centered design principles.

7ELEVEN ACHIEVEMENTS:

2018: Award for 7Eleven Corp. - "It Can Be Done" for 7Rewards product work leadership principals award

2019: AR engagement - Highest engagement for Body Armor Augmented Reality experience.

2019: AR engagement - End to End Game concept design for Detective Pikachu and Pokémon Augmented Reality experience for 7Rewards Loyalty program.

2019: Augie Award for "Always on AR"

2019: CLIO Bronze Award for Detective Pikachu Augmented Reality Gaming Experience.

OTHER EXPERIENCE

2015-2018

SETT STUDIO-AUSTIN, TX/ DIGITAL COMMUNICATIONS MANAGER

Marketing and Advertising focus - managed digital channels and messaging

2014-2019

SOCIAL MIND MEDIA-FRISCO, TX FOUNDER/DESIGN CONSULTANT

Digital Marketing and Social Media Management focus

2003-2004

UNIVISION RADIO - AUSTIN, TX NATIONAL SALES COORD.

Spanish Language Marketing and Advertising focus

2000-2002

CBS BROADCASTING - AUSTIN, TX NATIONAL SALES COORD.

Marketing and Advertising focus - National Client advertising management

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EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN-NOV 2025

PRODUCT MANAGEMENT CERTIFICATION

Product Management, Design, Research

SOUTHERN METHODIST UNIVERSITY- JAN. 2018

UX DESIGN CERTIFICATION

UX Design, Service Design

UNIVERSITY OF TEXAS AT DALLAS- MAY 2017

BA - EMERGING MEDIA COMMUNICATIONS

- 2017 ATEC Commencement Speaker

COLLIN COUNTY COMMUNITY COLLEGE - JAN. 2010

AA - GENERAL STUDIES

SKILLS

- Project management - requirements gathering, deliverables, client presentations
- Augmented reality game design
- Innovation Design Thinking
- Storyboarding
- UX Service Design - visioning, strategy and mapping
- UX Design - Research, Design, Testing, QA
- Product development
- AR/VR UX Design
- Experience Design for digital and physical space
- Agile methods and Usability Testing
- Adobe - Illustrator, Photoshop, XD,
- Figma, Sketch, Invision, UXPin
- PM/Storyboarding Tools: AHA, Taiga, Asana, Trello, Rally Story writing.
- Google Gemini, Glean, ChatGPT Claude Ai, and Firefly ai, Whisk ai (Generative and LLM Agentic Ai)
- Digital Marketing
- Video Editing - Voiceovers, narrative content writer
- Graphic Design
- Traditional art: Sketching, drawing, painting
- Brand Development
- Client Servicing
- E-Commerce Development
- Proposal Development
- Vendor Relations
- Leadership skills - team development
- User research- qualitative and quantitative
- Product Management