David "Danny" Brosche

Design Leader | AI-Powered Retail, E-commerce and In-Store Experiences | 14 Years Leading Design at a Fortune 20 Retailer

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SUMMARY

Design leader who builds teams that ship AI-powered experiences across app, web and in-store. For 14 years at The Home Depot I have led design for the core of one of retail's top-rated apps, including Magic Apron, a Gemini-powered AI agent showcased at Google Cloud Next, and Store Mode, an in-store experience built around wayfinding.

I have led combined teams of up to twenty, including managers, tied design to conversion and customer outcomes, and set the quality bar through critique and shared standards. I still build AI products myself, solo, with Claude Code.

EXPERIENCE

The Home Depot, Atlanta, GA

Senior UX Manager, App Design | Oct 2024 to Present

Lead the App Design team within Online Experience Design, owning the experience vision for the flagship app and its most critical journeys.

- **AI-powered experiences for customers.** Original UX manager for Magic Apron, The Home Depot's AI agent built on Google Gemini with Google Cloud. Set the direction with no playbook, grounding it in search data and data science; delivered a working demo for the Board of Directors in weeks; showcased at Google Cloud Next 2026 and publicly cited as driving higher conversion. Led UX through launch and the first half of the rollout to every U.S. store.
- **Patterns that scale.** Set the standard that AI answers be useful and easy to understand, not a wall of text, and built reusable answer patterns by question type so the experience stayed consistent as it scaled.
- **Vision with VP+ executives.** Lead design for App Uplevel, the organization's top-priority initiative to evolve the app's core experience. Build research-backed points of view for senior executives and align product, engineering and leadership on one direction.
- **AI in the design process.** Rebuilt the team's process around AI-assisted prototyping: concept to tested prototype with synthesized feedback in days instead of 3+ weeks, with roughly 10x more concepts explored, and guardrails so AI raises quality instead of replacing design judgment.
- **Design quality and growth.** Lead six product designers from intern to Staff. Run critique, two-way rubric reviews for each designer and for the team as a whole, and next-level growth plans so people practice the skills of the next role before they get it.

UX Manager, Emerging Experiences | Sep 2018 to Oct 2024

Led design for emerging, mobile and in-store experiences, plus the Search and Recommendations and Homepage and Content teams. Led combined teams of up to twenty, including managing managers.

- **An app mode built for the store.** Set the direction for Store Mode (2021), a version of the app built only for in-store wayfinding: bigger, one-handed and glanceable, switching on automatically in the store's parking lot. Replaced Add to Cart with aisle and bay. Held the line on scope, then grew a designer to lead it through launch. One of the biggest successes in the app's history; its core is unchanged years later and now hosts Magic Apron in every U.S. store.
- **New omnichannel journey in a month.** Launched Curbside pickup in roughly one month at the height of COVID, standing up a new end-to-end fulfillment journey with no playbook.
- **Discovery and engagement at the core of the app.** Led the Search and Recommendations and Homepage and Content teams through a new backend platform build and a reusable component system.

- **Platform modernization without breaking the experience.** Guided the enterprise through the app's transition to a webview architecture, holding design standards and customer experience steady through a major legacy shift.
- **Cross-company partnership.** Took over design management of Project Color midway through the build: a standalone AR app for previewing true-to-life paint colors, in a partnership with Pinterest.

Earlier roles at The Home Depot | 2012 to 2018

Lead UX Designer and Senior Mobile UX Designer. Contributed to work recognized as Internet Retailer of the Year (2016), Omnichannel Retailer of the Year (2017) and a Webby Honoree (2018), and to the app Forrester ranked #1 in retail in 2019.

Earlier experience | 2008 to 2012

Senior UX Designer at Oracle, Razorfish (Delta Air Lines account: My Account, booking and check-in) and Vitrue. Lead Interactive Media Designer at Forward Focus Media.

SELECTED PERSONAL BUILDS

Solo, end to end: I imagined, designed, coded and shipped each of these myself with Claude Code.

- **Hey Jack:** an online art print shop where AI handles every step. Designed the storefront in Claude Design and built a custom Shopify theme. Built a review tool that names each print, generates room mockups, writes product, SEO and Pinterest copy, and analyzes each piece (palette, style, mood, era, room fit) to power search and recommendations. Solved print-or-digital purchase and live size previews that Shopify does not support out of the box.
- **Festival Foodie (App Store):** a native iOS app for Disney's Food and Wine festivals. Built in Swift.
- **UltraLight (native iOS, in build):** a backpacking gear library and trip planner with daily food and calorie planning. Built in Swift.

CORE STRENGTHS

- **Leadership:** managing managers, hiring for potential, growing designers intern to Staff, critique and rubric rituals, culture and retention
- **AI experiences:** conversational and agent UX, AI answers people can understand and act on, AI prototyping and coding with Claude Code
- **Omnichannel retail:** app, web and in-store journeys, wayfinding, fulfillment, search and recommendations
- **Systems:** design systems, reusable components, scalable patterns, platform migrations
- **Influence:** VP+ storytelling, research-backed points of view, cross-functional and cross-company alignment
- **Craft:** storyboards, user flows, prototypes, interaction and visual polish, Figma

RECOGNITION AND SPEAKING

- Three Executive Homer awards, The Home Depot
- Adobe Creative Jam, Judges' Choice and People's Choice Awards (2018)
- Speaker at design conferences; published in Web Design Magazine
- Guest speaker, SCAD Pro project partner and portfolio reviewer, Savannah College of Art and Design (2017 to present)
- Project mentor, General Assembly UX program (2017 to present); hired designers from the program