Leah McClellan

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Professional Experience

Club Edgemore

Founder & Chief Thing Builder | 2026-Present

- Conceived, built, launched, and iterated a college football web product independently, using AI-assisted development while developing the technical knowledge to QA, troubleshoot, and maintain the product and establish and map architecture that supports easier future updates.
- Defined a 0-to-1 launch organically finding 1000 users in the first week; created an initial product backlog and used early-user feedback and surveys to prioritize features and refine the product roadmap.
- Implemented product analytics to understand team-selection behavior, including which teams users follow and how many teams they add, using behavioral data to inform product decisions and identify monetization opportunities.
- Integrated live college football scores, schedules, news, TV information, predictions, and team data into a personalized “football weekend” experience, iterating the information architecture and user experience based on observed needs and feedback.
- Utilized AI tools to begin development of several other apps, working from the mission of “It would be cool to…”

The Home Depot

Senior Analyst, Creative Product Solutions | 2026-Present

- Leverage generative AI tools including ChatGPT, Claude, Gemini, and NotebookLM to accelerate product discovery, synthesize customer insights, evaluate solution alternatives, and support data-driven prioritization
- Own and drive a data-driven product roadmap & backlog for creative systems & MarTech.
- Translate user insights, behavioral analytics, and performance metrics including Conversion Rate Optimization (CRO), Clickthrough Rate (CTR), and Impressions into scalable product and platform enhancements, improving all metrics by significant percentages, mapping processes and identifying areas for improvement.
- Lead feature launches and measure post-release performance against defined KPIs, partnering cross-functionally with Engineering, UX, Creative, Stakeholders and Senior Leadership.
- Present digestible data from Tableau, Adobe Analytics, A/B Testing and quantitative and qualitative (DSCOUT, user interviews) sources to improve the user workflow in the CMS & the customer experience.

Analyst, CMS SME | Online Creative Product 2019-2026

- Lead development of scalable content modeling, content design and CMS products (Contentful, Fetch, Documentum, Page Builder, AEM, DAM) that streamline workflow and uphold The Home Depot brand across digital touchpoints on the B2B & B2C sides of the business.
- Identify and implement process improvements to reduce friction and accelerate campaign delivery; redesigned content workflows that cut build time 33% and saved ~$500K annually by leading the creative campaign to create parity between app and mobile web (iOS & Android).
- Lead discovery, user research, experimentation, and prototype across experiences, delivering a 400% lift in engagement and a 667% YoY increase in homepage-driven sales.
- Define MoSCoW, LOE, quick wins and prioritize backlog and define Product Requirements (PRDs).
- Implement Sprint Planning including Scrum, reviewing the roadmap, refining user stories, assessing team capacity, and aligning the sprint plan with overall product goals before the sprint starts leading to a more agile team.
- Created Online Creative Product (OCPS) from the ground up including all processes, trainings, and OKRs for the team, starting with one assistant, and growing to a team of 5 highly motivated SMEs

Digital Designer, 2014-2019

- Designed and launched 200+ homepage experiences annually across desktop, mobile web, and native app, balancing brand alignment, user experience, and business objectives in a fast-paced retail environment.
- Developed internal documentation and holiday support playbooks**,** enabling faster onboarding, fewer support escalations, and smoother on-call coverage across distributed teams.
- Support specialty content such as FIFA, College Game Day & March Madness

Leahmcclellan.design

Consultant, Freelance, 2010-2014

- Freelance consultant & designer for small businesses and products of large corporations using design and analytics to create profitable products. Oversaw all aspects of the business and hired and managed other team members as needed.

Troup County Public Schools

Kindergarten Teacher, Substitute, 2008-2010

Batson Cook Construction

Project Manager (Internship), 2006

Credentials & Education

Credentials: CSPO® (Certified Scrum Product Owner), Micromasters UX Design (EdX), Google AI Certification, Google Analytics Certification

Georgia Institute of Technology, 2005-2011
Major: Business Administration
Minor: Marketing | Certificate: IT Management
President's Scholarship Recipient, Alpha Chi Omega Fraternity Two-Year Song Chair, Student Center Events Council, Vegetarian Society at Tech, SOS: Students Organizing Sustainability