CARRIE GREY : PRODUCT DESIGNER : 206.859.1837 : ux@coolgrey.com : coolgrey.com

Roles

Senior UX Architect and Business Analyst . Contract : City of Seattle : 10/19 –
Principal Product Designer : Zonar Systems : 07/18 – 9/19
Senior Usability Specialist . Contract : London Drugs : 1/16 – 3/16
Senior Content Strategist . Contract : Gates Foundation : 9/15 – 12/15
Senior User Experience Architect : The Garrigan Lyman Group : 6/11 – 7/15
Product Owner : The Northwest School : 10/01 – 5/10
Design Team Manager : Westside.com : 9/99 – 9/01

Projects

City of Seattle
• Oversee the end-to-end user experience for the city's new utility website
• Responsible for usability testing a government site for ADA compliance
• In-house Content Strategist, Localization, and Usability Testing expert

London Drugs
• Created multiple taxonomy (navigation schemas) for usability testing
• Conducted Taxonomy Tree Test study utilizing Tree Jack from Optimal Sort
• Authored Taxonomy Findings Report showing 20% improved site findability
• Drafted Test Plan and Screener for a Remotely Moderated Usability Study
• Developed an Interactive Prototype for both Desktop and Mobile user testing

Gates Foundation
• Conducted multiple User Interviews to get user input on platform offerings
• Drafted the Interview Report, reflecting above user insights and recommendations
• Created Personas to showcase user interactions, behaviors, and their unmet needs
• Developed Customer Experience Journeys for each persona type
• Led Working Sessions to transfer user research insights to Global Citizen

Rick Steves' Europe
• Held Discovery Sessions with subject matter experts to gain consumer insights
• Information Architect for a complex site with over 20,000 pages
• Created Responsive Wireframes that adhered to a holistic design system

T-Mobile
• Lead UX for the My T-Mobile and the T-Mobile Data Calculator mobile apps
• Conducted Stakeholder Interviews, Surveys, Card Sorts, and Focus Groups
• Integral in the launch of the T-Mobile Un-Carrier Campaign, MBB, and Test Drive

DreamBox Learning
• Content Strategist responsible for producing the Content Outline and Content Model
• Lead User Experience Designer for Adaptive Wireframes and Navigation Schema

Westside.com
• Defined roles, recruited and hired all members of the design team
• Developed the user interface for web applications utilizing relational databases
• Outlined, designed, and built templates for the corporate, product, and help sites
• Wrote functionality specifications for and directed the development of features

Skills

User Experience
Information Design
Product Design
Interface Design
Strategy
User Research
Content Strategy
Usability Testing
Business Analysis
ADA Compliance
Localization
Agile

Deliverables

Roadmaps
User Flows
Journey Maps
Wireframes
Prototypes
Usability Studies
Personas
Use Cases
Style Guides
Navigation Systems
Design Systems
Business Requirements
Functional Specifications
Content Models

Software

Adobe Creative Suite
Axure
Figma / Sketch
Jira / Azure Dev Ops
Microsoft Office

Languages

English
HTML
CSS
JavaScript

Education

Bachelor of Arts :
University of Washington
Graphic Design and
Multidisciplinary Arts

"Carrie will be the spark that will make any team push the limits of creativity and productivity."

- **Alejandro Vazquez Perez Medellin**, Software Development Manager, Zonar Systems