

Chris Gray

cgray24@gmail.com | 972-265-9474 | www.linkedin.com/in/chrisagray | www.chrisagray.com

UX & Design Systems Leader

Seasoned User Experience professional with over 20 years specializing in leading cross-functional design or product teams to create intuitive, user-centered digital experiences that drive business growth and enhance customer satisfaction. Combine design technology and strategy, ensuring that every solution meets user needs and aligns with business objectives. Expertise covers the entire UX spectrum, including user research, prototyping, interaction design, visual design, information architecture, and front-end development.

Key Skills

Product design | strategy | roadmap development | UX & Design Systems leadership and management | User experience process | strategy & execution | Cross-functional direct and matrixed team leadership | Design thinking & collaboration facilitation | Usability testing & user research | Stakeholder collaboration & communication | Agile methodologies & iterative product development | Axure | Figma | Balsamic | HTML/JS/CSS

Experience

Fannie Mae

March 2017 - September 2024

Design System Lead & Team Manager, March 2018 - September 2024

Led the creation and implementation of the first enterprise design system for Fannie Mae, Blueprint Design System. With integration into several application frameworks it has various levels of adoption into 80+ product teams and used by designers and engineers throughout the enterprise.

- Presented the design system's value and impact to senior leadership, securing buy-in and resources for initial build, dedicated core team and ongoing maintenance and improvement.
- Hired and managed a diverse, multi-disciplinary team of UX designers and engineers
- Implemented a dual-track agile work-stream program management and shepherded incremental updates and a federated contribution and governance model.
- Championed cohesion and excellence in UX design by developing a comprehensive design language, creating and articulating standards and usage guidelines, driving evangelization, governance, and contribution processes—all while telling the story of the system's 'why' and its value.
- Planned, established, and communicated UI and UX standards, component usage guidelines, and best practices that constantly elevate the quality of digital experiences for Fannie Mae's products
- Established a support model that included office hours, design feedback 1:1s, onboarding support, Teams and Sharepoint community channels, chat and email support.
- Created SASS based css framework and css utility library, initialized with tokens.
- Built strong partnerships with product and engineering teams, fostering a collaborative environment that prioritized user-centered design and business objectives.
- Collaborated with senior leadership to develop the program roadmap and strategy that aligns with business objectives and KPIs.
- Partnered with stakeholders to ensure a system that works well for both customers and product teams and developed change management plans for updates and adoption.

Servicing Portfolio Design Manager, March 2017 - March 2018

Grew and managed a team of UX and UI designers responsible for the visual, interactive, and service design of web applications in the Single-Family Servicing product line of business.

- Oversaw design strategy for several service line products, balancing user needs with business strategies, ensuring usability, accessibility, and desirability for both internal and external users and customers.
- Worked with development teams, product owners, and other stakeholders to ensure product vision, user needs, and business goals were achieved.
- Conducted user research and usability testing to understand and improve user interactions and experiences.
- Analyzed data and feedback to drive design decisions and iterated on designs based on findings.

Ericsson

June 2014 - Jan 2017

Experience Design Lead

Provided both strategic and product-level UX insights, managing all phases of digital project design, including conceptualization, strategy, UI design, information architecture, and usability testing.

- Applied UX methods to influence business and product decisions while tracking results through identified critical business metrics.
- Collaborated with cross-functional teams across diverse product lines and business domains to provide strategic direction, shape product vision, and define user experiences.
- Ensured alignment of business value, user needs, and functional requirements while driving the creation of comprehensive specifications.
- Conducted stakeholder interviews and design thinking workshops to facilitate the collection and validate business requirements and objectives
- Created and maintained UX deliverables, including user flows, process flows, sitemaps, wireframes, and prototypes.
- Distilled complex requirements into intuitive and user-centered digital experiences using UX and design thinking processes and methods.
- Validated design solutions by planning and executing usability testing methods, feedback loops, and user tests on wireframes, paper and digital prototypes, and live products.
- Built partnerships with cross-functional teams to promote UX goals, objectives, and value.
- Articulated and presented findings, ideas, and product concepts to stakeholders at all levels in an intelligent and convincing way.

XO Communications

March 2013 - June 2014

Experience Design Lead

Developed and implemented the long-term vision and design strategy for xo360, an internal product aimed at reducing customer churn and oversaw "Zero-to-one" design and development.

- Provided customer service representatives with faster, more efficient access to customer data, reducing key task completion times from hours to seconds, allowing representatives to resolve reactive issues quickly and focus on proactive solutions.
- Collaborated closely with business stakeholders to identify critical business needs, goals, and objectives, translating them into actionable strategies for the tool.
- Produced and maintained UX deliverables, including user flows, process flows, sitemaps, wireframes, and prototypes.
- Developed prototypes to quantify and validate UI patterns, securing key business stakeholder support.
- Spearheaded the transition to a single-page JavaScript application, developing essential components in AngularJS to interface with a REST API built on Groovy/Grails.
- Analyzed customer service representative workflows and translated them into digital experiences and product requirements.

Dell Services

March 2003 - June 2012

Art Director / UX Designer

Provided design strategy and oversaw web, mobile, and desktop initiatives for clients primarily in Healthcare.

- Synthesized high-level project requirements into workflows and wireframes; low and high-fidelity prototypes; visual design; mockups, basic HTML/CSS templates, and style guide documentation.
- Worked with multi-disciplined development teams and assisted with planning and building of online and desktop products that gave alluring, innovative, interactive experiences.
- Created and maintained marketing campaigns spanning multiple locations with various mediums, including posters, business cards and table tents.
- Member of the myHospitalWebsite.com product team that provided a Content Management System and online services to hospitals and medical facilities.