



**Adam Gray**

**Product Strategy &  
Design Consultant**

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Atlanta, GA

404-822-3374

hello@adamgray.design

[www.adamgray.design](http://www.adamgray.design)

## About Me

Dynamic multi-disciplinary senior creative director and product designer. Analytical and detail-oriented leader with entrepreneurial, global agency and extensive corporate experience. Passionate about design in all of its forms; leverages data and research to tell compelling stories and build simple solutions ensuring an optimal user experience that meet business needs. Straightforward and transparent communicator, inspires inclusivity and team engagement valuing every voice. Collaborative leader, fosters an environment for creativity and innovation.

## Key Skills

Leadership | Clear Communication | Strategic Planning | Stakeholder Management | Team Builder | Coaching & Mentoring | Innovation | User Research | User-Centric Design | Branding & Identity | Website Creation | IoT | Mobile & Web Applications | Design Systems | Print & Packaging | Illustration | Iconography | Motion Graphics | Photography | Leading Workshops | Project Management | Agile & Lean Methodologies | Tailored Solutions

## Software

Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Dimension) | Figma | Sketch | Zeplin | Invision | Keynote | Google Suite | Microsoft Office Suite

## Professional Experience

17 — Pr

### Product Strategy & Design Consultant/Owner

**TETRO | ATLANTA, GA**

A UX strategy & design consultancy that combines data, research, design and technology to create eloquent user experiences.

- // Develop UX vision, strategy and design for companies ranging from startups to Fortune 100; including RaceTrac Petroleum, Kimberly-Clark, NAPA Auto Parts, Boehringer-Ingelheim among others; pushing creativity and innovation as a differentiator for products, services and brands
- // Run discovery and ideation workshops as well as conduct user research to deliver UX strategy, wireframes, user flows, prototypes and visual designs for clients
- // Communicate design strategies, concepts, and decisions to stakeholders and executives while advocating the importance of user experience and visual design
- // Built, lead and mentor a global UX team of 30+ researchers and designers through the end-to-end product design process across 10+ brands for mobile apps, web apps and websites
- // Collaborate on a daily basis with a cross-functional team to ensure user and business needs are being met
- // Built and manage an enterprise wide design system for 10+ brands

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### Executive Creative Director

**MAKE & BUILD | ATLANTA, GA**

- // Set vision and helped inspire creative culture within company to retain and grow employees
- // Estimated & created project timelines on all UX/UI business to ensure resource & budget allocation
- // Developed and led discovery workshops; determined which methodologies were best suited for each project and built high-level UX strategies; conducted user interviews to gain insights
- // Led integrated teams to pitch new business
- // Helped grow client relationships including: NAPA Auto Parts, RaceTrac Petroleum and eVerifile

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## Creative Director

MAKE & BUILD | ATLANTA, GA

- // Coached creative team of 5 to deliver high quality work on time and under budget while helping them develop important skills such as collaboration, presentation and strategy
- // Drove the creative and UX methodologies on all projects from discovery to delivery to ensure it met business and user needs
- // Developed low-fidelity sketches, wireframes, user flows, prototypes and visual design based off requirements gathered during discovery
- // Presented and sold design thinking to clients including: IBM, Peet's Coffee, Teavana

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## Sr. Art Director

EDELMAN | ATLANTA, GA

- // Managed the day-to-day of an 8-person creative team; successfully grew from two to eight
- // Oversaw all UX/UI solutions to ensure projects were on strategy and brand
- // Worked with cross-functional teams and contractors to ensure delivery and customer satisfaction
- // Managed and mentored junior staff and contractors instilling UX best practices
- // Led ideation sessions with national and global brands including: Juice Plus, Georgia-Pacific, eBay, Reader's Digest and UPS

06 — 11

## Sr. Art Director

SPARKS GROVE | ATLANTA, GA

- // Managed a team of three designers and developers to help reach clients goals
- // Managed projects from concept to delivery in print, web and multi-media mediums
- // Created the design styles and visual standards for clients including: North Highland, Coca-Cola Supply, Arby's and Dunkin' Donuts

05 — 06

## Creative Director

SAGEPATH REPLY | ATLANTA, GA

- // Participated in the growth of the company by increasing new business opportunities and revenue
- // Developed and implemented net new creative process, company standards and policies
- // Managed designers and outside vendors to ensure projects were in line with client's expectations
- // Led day-to-day client projects including: Coca-Cola, Napa Auto Parts and Goody's

01 — 05

## Art Director

UNITED PARCEL SERVICE | ATLANTA, GA

- // Managed designers and vendors while overseeing all design and photo shoots
- // Worked with cross-functional team to create original creative for UPS.com and it's 116 subsidiary sites, while upholding the brand and style guidelines
- // Developed banner messaging, flash demos, pilot applications, on and off-line advertising, multi-media, print collateral and broadcast ensuring brand consistency across channels
- // Set up project plans and allocated resources for internal client projects

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## Education

Savannah College of Art & Design

Bachelor of Fine Arts (B.F.A.) in Graphic Design