

# CLAYTON GRAY

Creative UX & Product Leader

## UX Lead Designer

Nikola Motor – Phoenix, Arizona (Remote), Jan 2023 – Present

Lead the UX Design for the telematics products for the Nikola Battery and Hydrogen-cell class 8 semi trucks. Manage the end-to-end product experience from problem statement to wireframing, flow mapping, designing, prototyping, and delivering feasible and usable designs. Collaborate extensively with cross-functional teams in engineering, service, development, customer success, and product to build solutions that fit the market need. Build prototypes for our users and stakeholders to live test. Manage the Telematics products Figma design system.

## Manager, UX Design

Penn Interactive – Philadelphia, PA, Sep 2021 – Dec 2022

Manage the UX design team and content writers, across all verticals for the Barstool Sportsbook (now known as ESPN Bet). Encouraged designers to take the lead and offered expertise as needed, sometimes pushing them (and myself) outside of comfort zones. Organized monthly design challenges and cross-functional brainstorming based on user research. Spearheaded migration from Sketch + Zeplin to Figma, including a usable component library. Partnered with product, development, research, backend, and business intelligence teams to optimize product. Collaborated with UX Director and UX Research Lead on strategy, culture events, and hiring.

## UI/UX Designer, Sportsbook Lead

Penn Interactive – Philadelphia, PA, Jun 2020 – Aug 2021

Design Lead on the Barstool Sportsbook vertical. I design experiences, flows, and interactive prototypes. I work iteratively on complex user problems and design within regulatory and development requirements. Sometimes pushing those requirements for the sake of better UX. I build prototypes for user research sessions and feature demos, complete with interactions, thoughtful transitions, and meaningful animations. I collaborate with other UX designers, UX researchers, developers, and product managers to get new features launched that thousands of users see daily. I also manage and mentor a Jr Designer on the Sportsbook team.

## Senior UX Designer (Contract)

BankMobile – Radnor, PA and Lancaster, PA, Apr 2019 – Apr 2020

Helped diagram, design, and test the customer experiences for current and unreleased T-Mobile MONEY banking products. Built and maintained interactive user flows for information architecture and customer experience. Conducted user testing on mobile prototypes. Journey mapped and designed new features and improved experiences for future scope of T-Mobile MONEY. I was integrated into the development teams to support the design through the production processes. Developed tools to improve the UX and development teams' processes.

## Lead Product Designer, Front-End Developer

Matrix Insights – Remote, Jan 2013 – Apr 2019

In charge of researching, wireframing, getting feedback, designing, and maintaining the user interface that thousands of clients interact with daily. I'm also in charge of creating the Matrix Insights family of products' brands, including the primary Matrix Insights brand. Also social presence, print collateral, presentation decks, and everything in between. I also am part of the development team, primarily on the front end, using the latest technologies to create a fast and reliable web product.

## Design Intern

Firstborn Multimedia – New York, NY, Jun – Dec 2012

## Creative portfolio

[claytonjgray.com](http://claytonjgray.com)

View case studies, wireframes, journey maps, and final designs on my creative portfolio above.

## Education

### Rochester Institute of Technology

Bachelor's Degree in New Media Design & Imaging

Rochester, NY – May 2012

## Skills

Product Design

Team Management for Creatives

Project Management

Interactive Prototyping

Responsive Design

Journey Mapping

User-centered Design

## Tools

Figma

Illustrator

Sketch

Photoshop

Axure RP

After Effects

Qt Design Studio

## Contact

### Clayton Gray

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**Interested in building something? Say hello!**