

# BILLIE GRAY

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I'm a creative digital product designer and researcher with over a decade of experience across various design and business roles both onsite and remote. I am deeply curious and empathetic by nature and enjoy discovering opportunities for improvement and innovation through user research and data insights – and crafting beautiful, intuitive, human-centered design experiences that balance user needs and business objectives.

## SR PRODUCT DESIGNER & RESEARCHER

### RECENT ACHIEVEMENTS

#### Lead product designer – Core experience

During my time at Inner Circle, I've progressed from a Brand/UX Designer role to Lead Product Designer and Researcher.

##### Key Achievements:

- Established and maintained company-wide Design System
- Successfully led two major global in-app redesigns (2020 and 2023)
- Facilitated cross-functional Design Sprints to align teams and validate ideas
- Championed user research initiatives across the organization
- Optimized registration flow to focus on quality NAM acquisition
- Designed features focused on retention and daily engagement metrics
- Designed solutions for global audiences, considering localizations and cultural nuances
- Mentored junior UX researchers

### EXPERIENCE

#### Inner Circle

Lead product designer

Jan 2022 – Present

UX/UI Designer

Sep 2019 – Dec 2021

##### Design and leadership:

- Applied design thinking methodology across all product initiatives
- Implemented iOS & Android design best practices
- Used data insights to inform product decisions
- Utilized product management skills for product discovery and prioritization
- Improved existing UX & UI to align with industry standards
- Advocated for enhanced DE&I features within the application
- Created comprehensive user journeys and prototypes
- Validated ideas through qualitative and quantitative methods
- Communicated design decisions to key stakeholders

##### Research:

- Guided teams in defining research objectives & creating research plans
- Synthesized research findings to drive shared empathy & understanding

##### Other:

- Designed a quarterly company newsletter to strengthen company culture
- Developed company marketing landing pages & websites using Squarespace and custom HTML/CSS

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## PREVIOUS EXPERIENCE

### Chatlio

Technical support  
& Product designer

Nov 2018 – Oct 2019

- Provided remote technical support for web chat application platform
- Assisted customers with integration challenges and technical troubleshooting
- Collaborated with engineering team on UI feature development
- Contributed to product testing and feature validation
- Worked cross-functionally with product managers on new feature design
- Gained experience in remote work environment and virtual collaboration

### Marketplacer

UX / UI Product  
designer

Mar 2016 – Sep 2018

- Worked on Australia's leading marketplace e-commerce SaaS platform
- Crafted experiences for both B2B and B2C clients
- Designed solutions for traditional e-commerce businesses to create successful Marketplace presences
- Navigated the nuances and challenges of designing for a legacy codebase
- Contributed to the company-wide Design System
- Operated as core member of a cross-functional product engineering squad
- Participated in regular design critique sessions to enhance output quality
- Contributed to feature testing and validation processes
- Effectively communicated design decisions to stakeholders, clients, product managers and engineers

### Freelance

Multidisciplinary  
designer

May 2015 – Present

- Web Design with focus on responsive design principles and layouts
- Product UX and UI design for digital platforms and applications
- Information architecture and user flow development
- Print and digital layout design
- Brand identity development and implementation
- Digital and freehand illustration
- Static website development
- Experience with CMS platforms (Squarespace and Shopify)

*\*Earlier career spans fashion, brand design and account management roles, with a strong foundation in graphic design and administration.*

## PROFESSIONAL TOOLKIT

### Research, Data & Product management

- Usability testing
- Surveys
- User interviews
- AB testing
- Data analytics  
(Amplitude)
- Project management  
(Click up, Notion, Trello)
- Team collaboration  
(Miro, Figjam)
- Google suite (Slides, docs)
- Next Gen (Chat GPT)

### Design & Development

- Design, prototyping &  
component libraries  
(Primary - Figma, sketch)
- Adobe Creative Suite  
(Ps, Ai, Id)
- CMS (Squarespace,  
Shopify)
- Version control (Github)
- HTML, CSS, Basic JS

### Creative thinking & soft skills

- Stakeholder Management
- Cross-functional  
collaboration
- Workshop facilitation
- Mentorship
- Continuous discovery  
Process (Theresa Torres)
- Design thinking Process  
(double diamond)

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## EDUCATION

### AJ & Smart - 2022

- Design sprint masterclass

### Interaction design foundation - 2021

- User research methods

### SuperHi - 2018/2019

- Front-End Development
- Creative & Advanced JavaScript
- Shopify theme development

### Product institute - 2017

- Product management foundations

### General Assembly Melbourne - 2015

- Lean UX design fundamentals
- Front-End Web Development course

### Royal Melbourne Institute of Technology (RMIT) 2009/2012

- Bachelor of Design (Media & Comm)

## PORTFOLIO

### Snapshot of recent case studies (2019-2024)

- Notion

### Full portfolio 2018 (Update in progress)

- [www.Billiegray.com](http://www.Billiegray.com)

## REFERENCES

References available on request