

Gabe Grayum

I'm a Product/UX **Designer & Leader** with a 10-year track record shipping human-centered products to millions of users. As the first designer at three startups, I've helped build successful design practices, products, and companies. I design with intention, lead by example, and make evidence-based decisions. I use design to deliver value to customers & drive growth.

Gabe Grayum
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503.701.7338
Remote (Bozeman, MT)

Skills & Attributes

Intentional, Passionate, Curious,
Growth-Minded, Customer-Centric,
Data-Informed, Business-Savvy

Core Strengths

Strategic Thinking, Problem-Solving,
Product Vision, Mentoring, IA, IxD,
Prototyping, Usability, User Research,
Data & Metrics, Communication,
Writing, Remote Collaboration

Product & Visual Design

Interaction Design, Prototyping,
Design Systems, Conversational
Design, Information Architecture,
Hypothesis-Based Design, High-
Fidelity Mockups, Color &
Typography, HTML/CSS/JS

Research & UX

User Interviews, Usability Testing,
Ethnography, Personas, Data Analysis,
Quantitative Research, User Journeys

Product Management

Product Strategy, KPIs, OKRs,
Roadmaps, Prioritization, A/B Testing,
User Stories, Competitive Analysis,
Analytics, Job-to-be-Done, Product-Led
Growth

Leadership

Mentoring, Hiring, Team-Building,
Design & UX Advocacy, Stakeholder
Management, Process

Professional Experience

Mar 2016 - Apr 2020 **4 years**

Principal Product Designer @ Poached (SaaS, remote)

- 💰 Drove purchases up 50% and established KPIs.
- 📈 Improved conversion rates up to 59% using A/B testing.
- 📈 Increased scheduled interviews 13x via UX design.
- 🔧 Established a design system and redesigned all flows.
- 🗣️ Influenced executives & stakeholders on product strategy.
- 🚀 Helped job seekers apply to 100,000 jobs every month.

Dec 2013 - Mar 2016 **2 years**

Senior Product Designer @ dlvr.it (SaaS, remote)

- 🗣️ Led product strategy and prototyped features.
- 🔧 Owned visual, interaction, and interface design.
- 🔄 Helped companies like ESPN automate 5 million posts/day.
- 🚀 Shipped software to two million customers.

Sept 2009 - Sept 2013 **4 years**

UX Manager @ Janrain (SaaS)

- 👥 Hired, mentored, and managed a five-person UX team.
- 🗣️ Advocated for & represented design in a 200 person org.
- 🔬 Established process for design, research & usability testing.
- ☁️ Helped 300,000 customers manage data in the cloud.

Nov 2005 - Sept 2008 **3 years**

UX Engineer @ Pheedo (SaaS)

- 🔧 Designed and implemented interfaces in B2B space.
- 📈 Contributed to 300% revenue growth.
- 🚀 Shipped software to customers like NYT, NBC & Wired.

Nov 2004 - Nov 2005 **1 year**

Web Developer @ Curiosity Group

- 🔧 Designed and built interactive marketing sites.
- 🔧 Improved processes and built internal tools.

Education

Sept 1995 - May 1997

Geographic Information Science @ Columbia College