

Gabe Grayum

Design + leadership | 15 years in startups | 5+ years people management

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📍 Tucson, AZ

I help mission-driven organizations define strategy, build teams, and create environments that facilitate performance and growth. I help cross-functional teams practice empathy, uphold high standards, make evidence-based decisions, deliver software, and measure outcomes.

Relevant Experience

July 2020 – Current (1.5 years)

Head of Product Design @ EverTrue (B2B)

- 👤 Hired and coached designers and fostered personal growth.
- 👥 Turned struggling teams into high-performers by building inclusive culture and cross-functional team processes.
- ★ Clarified strategy by defining a north star and core principles.
- 📈 Rescued long floundering projects and led them to completion.
- 🗨️ Designed interview process and 10/10 onboarding experience.

Mar 2016 – Apr 2020 (4 years)

Principal Product Designer @ Poached Jobs (B2B & B2C)

- 👤 Shaped vision and strategy as partner to senior leadership.
- 💰 Drove growth through hypothesis driven design.
- 📈 Increased purchases 50%, conversion rates as much as 59%. scheduled interviews 13x via optimization and a/b testing.
- ✍️ Delivered innovative cross-channel experiences in a marketplace product.

Dec 2013 – Mar 2015 (2 years)

Lead Product Designer @ dlvr.it (B2B & B2C)

- 👤 Partner with CEO on product strategy. Built & tested prototypes.
- ✍️ Owned research and design including interaction, visual, brand.
- ✍️ Shipped multiple iterations and a major new product version.
- 📈 Helped two million customers automate 5 million posts/day.

Sept 2009 – Sept 2013 (4 years)

Manager, User Experience @ Janrain (B2B & B2C)

- 👤 Hired & managed a six-person UX team. Built culture & process.
- 👥 Advocated for & represented design as we scaled from 10 to 200.
- ✍️ Owned end-to-end UX for three products and a design system.
- 👤 Managed design operations supporting a 50-person eng org.

Nov 2005 – Sept 2008 (3 years)

UX Designer/Engineer @ Pheedo (B2B)

- ✍️ Designed and implemented high-volume RSS ad platform.
- 📈 Contributed to 300% revenue growth (and 1 billion monthly imp).

Excited About

- 📈 Driving positive outcomes for mission-driven organizations.
- ★ Creating clear vision and strategy.
- 👤 Designing environments where individuals grow and teams perform.

Design Strengths

Product & UX Strategy, User Research, Systems Design, Prototyping, Information Architecture, Usability, Writing, Design Ops

Leadership Skills

Vision, Mentoring, Hiring, Coaching, Remote Culture, Collaboration, Design Thinking, Facilitation, Driving Alignment

Key Attributes

Intentional, Curious, Inclusive, Compassionate, Growth-Minded, Data-Informed, Challenges the Status Quo

Education

Geographic Information Science at Columbia College, 1995-1997