

Kat Gray

Experience Designer & Product Strategist

I am an experience curator, inclusive design enthusiast and certified design thinker (while we're at the certs - scrum master too). My driving force is elevating users' efficiency and enlivenment in balance.

EXPERIENCE

Experience Designer & Product Manager

[Anam Cara](#) Aug 2019 - Present

- Design end-to-end experience design process to manifest intentional virtual and service design experiences personalized for multi-sided marketplace.
- Lead multi-sided marketplace user research and leverage design thinking to identify insights for product roadmap.
- Design and deploy product marketing initiatives.

Experience Designer & Product Manager

[Out Of Office, Inc.](#) Nov 2018 - Jul 2019

- Drove product design process for 0 to 1 native iOS app and in-person experience including dual-sided marketplace user research, service design experiments, visual design oversight and iteration, personalization features and social features.
- Established strategic product vision for product, including personalization features which leverage user data and predictive analytics to curate targeted results for individual users, predict which results users will want in a new city, and designed social features to connect users to similarly minded users as potential work buddies.
- Led product marketing / user feedback initiatives including pop-up coworking days, usage incentives, and social media.
- Scouted over 400 San Francisco venues to score them across 14 qualitative and quantitative parameters which the app's algorithm weighted to rate each venue for conduciveness for each mode of work (work, call, meet, break).

Management Consulting Senior Associate

[PwC](#) Jun 2013 - Jun 2018

- Analyzed SF market landscape to pinpoint and onboard startups for revenue sharing partnerships.
- Designed customized onboarding processes which minimized time to value duration from 8 to 5 months.
- Gathered business requirements and designed experiments to advise client on strategic feature prioritization.
- Built technical design / implementation roadmap to successfully stand up pilot targeting / personalization initiative.
- Advised clients on investment decisions by analyzing startup landscape and venture capitalist funding patterns.

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San Francisco, CA

SKILLS

Product Marketing
Design Research
Product Thinking
Scrum Master
Management Consulting
Strategic Partnerships
Business Strategy
Design Thinking
Service Design
UX Design
Product Management

EDUCATION

Bachelor of Arts

[University of California at Berkeley](#)

May 2014

Operational Efficiency & Engineering
Leadership Concentration

Supplementary Courses

[Freie Universität, Berlin](#)

May 2013

Business & Architecture

Product Marketing Manager

[Bleacher Report](#) May 2012 - Dec 2012

- Developed product marketing plan / go-to-market strategies which improved mobile app download rate by over 300%, creating traction and brand recognition in segments with no previous reach.
- Sourced and managed 9 brand agents nationwide.

Product Marketing Manager

[Glyde](#) Feb 2012 - May 2012

- Increased brand awareness and developed social landscape marketing strategies to target audience segments.

Financial Advising Intern

[Morling & Co.](#) May 2011 - Aug 2011

Financial Advising Intern

[Asti Financial](#) Jan 2011 - Aug 2011