Zac Ray

Senior-level UX Product Designer

15+ Years of Design | 7+ Years of End-to-end B2B SaaS

zacraydesign.com
zacharymray@gmail.com
765-517-2018

MOTHERSHIP

Senior Product Designer

August 2022 – December 2022

- Led the redesign of internal tools to improve shipment monitoring and reduce triage times for CX
- Conducted user research to understand how CX and Legal interact with internal tools, identifying opportunities to enhance the user experience
- Simplified the main shipping workflow to a single-page UX, requiring fewer clicks and decisions from users
- Curated a backlog of quick fixes and design debt, prioritizing items based on their UX and business impact

POINT ONE NAVIGATION

Senior User Experience Consultant

July 2022 – November 2022 (Contract)

- Developed a lightweight design system with scalable UI components, branding assets, and flexible email templates
- Provided product and design strategy for a new customer-facing application
- Created a cohesive user experience by designing and composing multiple screens and workflows

PROJECT44

Senior Product Designer

May 2021 – June 2022

- Delivered V1 of the new Orders product, a key milestone towards realizing the "Movement by Project44" vision
- Validated critical UX and data requirements for Fortune 100 & 500 customers through research, design, and testing
- Increased WAU by 100% after extensive testing and iterations, onboarding 100+ new user accounts in the process
- Worked with data scientists and engineers to decode complex datasets, translating insights into an intuitive UI
- Championed the importance of design standards, unifying PMs and engineers to implement them across teams
- Participated in cross-functional critiques and retrospectives to improve design, product, and engineering processes
- Mentored and coached new hires, helping them quickly become productive in their role

CLEARMETAL

Senior Product Designer

November 2019 – May 2021 (Acquired by Project44)

- Launched Associated References, accounting for 24% of clicks on entity pages and achieving a 30% QOQ increase
- Owned end-to-end product lifecycles from discovery to launch, leading major feature and product releases
- Maintained and built design system components and partnered with engineering to create Storybook instances
- Collaborated with data scientists to leverage multiple datasets and drive user-centric UI/UX decisions
- Ensured launches, walk-throughs, and customer sessions were socialized, maximizing stakeholder value

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SCOUT RFP

Senior Product Designer
December 2018 – September 2019 (Acquired by Workday)

- Transformed siloed products into a unified product suite, ensuring a seamless UI/UX across the board
- Designed personalized dashboards and QBRs for the Supplier Management initiative, enabling streamlined reviews and transparent customer-supplier relationships
- Partnered with leadership, providing strategic insights and guidance to shape new and existing products
- Mentored and trained designers, instilling industry knowledge and cultivating their ability to create impact

Product Designer
May 2017 – December 2018

- Crafted end-to-end SaaS tools to streamline procurement workflows and make better business decisions
- Led design and research for a suite of integrated procurement tools, driving seamless UX across Contracts, Supplier Performance Reviews, and Savings Tracking
- Owned design for Contracts which was the company's most popular add-on, accounting for ~25% of ARR
- Collaborated with PMs, CX, Engineering, and QA to deliver a seamless experience aligned with the roadmap
- Wrote requirements that translated the product vision and ideal experience into technical specifications that could be easily understood and implemented by Engineering and QA teams
- Conducted sessions that led to research-driven updates, delighted customers, and real-world value

PANDORA

Associate Product Designer
March 2016 – April 2017

- Produced wireframes and prototypes for innovative native ads that catered to top-tier advertisers and brands
- Laid out and designed interfaces and experiences for proprietary internal tools, applications, and programs
- Defined information architecture for internal applications and programs, driving successful product overhauls
- Crafted exclusive Pandora custom content stations, which boosted engagement and platform growth

EDUCATION

Bachelor of Fine Arts, Visual Communications • Ball State University – 2008

SKILLS

Figma • Product Design • User Experience (UX) • UX Research (UXR) • User Interface (UI) • End-to-end (E2E) • Software as a Service (SaaS)
Advertising • Graphic Design • Human Computer Interaction (HCI) • Information Architecture (IA) • Illustration • Logo Design • Marketing • Prototyping • Typography • Usability Testing • User-centered Design • Visual Design • Wireframing

Full work experience and descriptions can be found on my website or LinkedIn