Brendan Gray

I'm a product designer with five years in UX and four in B2B SaaS. I build structure into complex products such as design systems and component libraries, guided trials, and checkout architecture. I work from research, design for accessibility, and prototype in code with AI tools so interactions get tested before development.

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Experience

BambooHR / Draper, UT
Product Designer / Oct 2025 – Sept 2026

· Led the research and design of an in-app self-service checkout, enabling users to purchase the product without talking to sales for the first time.

· Owned the design of a company initiative to offer contracts, protecting a significant share of at-risk revenue and a third of all new customers going through the new contract sign-up experience.

· Incorporated AI into my design process and deliverables, leading to dozens of coded prototypes that allowed us to test and validate quickly.

· Headed several research projects to map the user journey for the entire pre-purchase lifecycle and create user persona artifacts to inform our work.

· Delivered an AI-driven trial experience that orients prospects and surfaces the features most relevant to their business.

Graphite Systems Inc. / Lehi, UT
Product Designer / Feb 2023 – Oct 2025
Design Intern / May 2022 – Feb 2023

· Scaled our product as the user base grew over 350%, requiring significant design efforts and resulting in ARR increasing over 4x.

· Conducted user research, testing, and analysis of user behavior to inform product decisions for multiple projects.

· Led the effort to identify accessibility shortcomings, creating a goal to achieve WCAG 2.2 standards by July 2025.

· Led the redesign of our all our components, creating and maintaining a Figma library with our new branding. Worked with developers to implement and test my designs our live site.

· Managed projects related to security, gathering and writing requirements, scoping, prioritization, design, and scheduling tickets for development

University of Utah / Salt Lake City, UT
User Experience Assistant / Aug 2021 – May 2022

· Designed and maintained the J. Willard Marriott Library's web pages as member of User Experience & Web Development Team.
· Conducted user testing to identify new projects and evaluate user satisfaction.
· Designed web and print promotional materials for the multiple departments located in the library.

Skills

AI & Prototyping
Claude Code, Figma Make, Codex / Coded, interactive prototypes with production-accurate data.
AI-assisted research synthesis and pattern analysis.

Design
Figma / Design systems, component libraries, variants, prototyping.
Rive / Interactive character animations, state machines, runtime asset swapping.
Adobe Suite / Illustrator, Photoshop, After Effects

Research & Testing
Moderated usability testing, participant screening and recruitment, stakeholder and customer interviews, persona development, funnel and behavioral analytics.

Development & Collaboration
Jira, Agile sprints, PM/engineering trio model, developer handoff documentation.

Education

Graphic Design BFA & Strategic Communications Minor / University of Utah / 2023