

LAURIE GRAY

LEADER. STRATEGIST. HUMAN.

WWW.LAURIEGRAY.COM 

PROFILE

I specialize in diagnosing and resolving communication and information breakdowns between groups. I apply my expert skills to create innovative, memorable, and successful experiences for those involved to resolve the challenges. This drives stronger business outcomes, cost savings, positive ROI and improved user satisfaction.

I am a proven leader in developing young talent, leading teams and conceiving and executing new business initiatives focused on experience improvement. I employ a hands-on approach, doing what it takes to successfully launch products, systems and services to their intended users.

EXPERIENCE (YEARS AND LEVEL)



DIGITAL



RESEARCH



PRODUCT



STRATEGY



DESIGN

WORK

- ADVISORY BOARD MEMBER** 2022 - CURRENT
FORGE HARMONIC
Providing professional strategy, financial, marketing, sales, operations and growth-oriented advice to the CEO/Founder of healthcare transformation consulting firm on a recurring basis.
- VP CUSTOMER EXPERIENCE/DESIGN** 2017 - CURRENT
RGP
Leader of the Global Experience Innovation team. As a result of my leadership, RGP now enjoys:
 - A standard process for creating and launching digital products faster and with higher ROI
 - The organization's first in-house product development team driving idea conception through delivery
 - 24x7 digital access to customer feedback and sentiment that drives repeat engagements
 - A global knowledge management platform providing redeployable hours ROI of 2x
 - An enterprise taxonomy that simplifies and streamlines more accurate reporting and removes siloes
- PRACTICE LEAD** 2011-2017
SLALOM CONSULTING
As a practice lead, I provided value to Slalom, our consultants and our clients by:
 - Introducing, launching and delivering 6 new solutions in UX and Delivery Leadership
 - Designing and launching the global strategic approach to selling and delivering UX services
 - Exceeding practice revenue targets for 5 years in a row while maintaining <5% attrition on my teams
 - Delighting over 20 unique B2B/B2C clients through dozens of UX and Strategy engagements
- PRACTICE LEAD** 2006-2011
ONESPRING
As a practice lead, I accelerated OneSpring's growth by:
 - Developing and launching the Requirements Visualization methodology, leading to 2x improvements in client satisfaction and 90%+ reduction in UAT defects for software projects
 - Training all colleagues and over 10 clients on requirements visualization best practices
 - Leading engagements for over a dozen large public and private sector clients
 - Presenting our approach at major professional conferences

SKILLS

AGILE METHODOOGIES
BUSINESS STRATEGY
COACHING/MENTORSHIP
CRITICAL THINKING
FACILITATION
INFORMATION ARCHITECTURE
INNOVATION
LEADERSHIP
PRODUCT DEVELOPMENT
PROJECT PLANNING/EXECUTION
STRATEGIC PLANNING
TAXONOMY AND DATA
TRAINING
USER-CENTERED DESIGN
USER/MARKET RESEARCH

ONLINE

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/lauriegray](https://www.linkedin.com/in/lauriegray)

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WORK

● MANAGER, USER EXPERIENCE & DESIGN 2004-2006

KNOWLEDGESTORM

In this role, I provided the following benefits to Knowledgestorm:

- Established the organization's first user-centered design program
- Established design as a specialized discipline
- Elevated the quality of requirements, leading to a significant decrease software development time and UAT defects

INVOLVEMENT

● CHIEF 2022

WOMENS' LEADERSHIP AND PROFESSIONAL NETWORKING ORGANIZATION

- Received professional coaching and mentorship
- Presented webinars to fellow members:
 - Building and applying buyer personas
 - Building successful digital communities

EDUCATION

● CERTIFIED SCRUM MASTER 2015

● CERTIFICATE HTML DEVELOPMENT 2000

WAKE TECHNICAL COLLEGE

● B.S./M.A. SPEECH PATHOLOGY 1991

KENT STATE UNIVERSITY

Selected for combined B.S./M.A. program on the basis of undergraduate academic success

INTERESTS



BEEKEEPING



COMPETITIVE
OFFROADING



COOKING



GARDENING

TOOLS

ADOBE ILLUSTRATOR

AXURE PROTOTYPING

CAMTASIA

DOODLY

FIGMA

JIRA

MINDMAPPING SOFTWARE

ONLINE COLLABORATION

POOL PARTY

INDUSTRY EXPERIENCE

CONSUMER

FINANCIAL

HEALTHCARE

NON-PROFIT

PROFESSIONAL SERVICES

RETAIL

SUPPLY CHAIN

TELECOMMUNICATIONS

TRAVEL