

GRANT METCALF

UX and Design Leadership · AI Transformation of Design and Research

Design Organization Leadership · Enterprise Design Systems · AI-Native Research Practice · Responsible-AI Standards

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SUMMARY

Design and UX leader with twenty years in design, eight of them building and scaling design organizations, driving enterprise-wide adoption of standardized systems, and turning senior-leadership strategy into daily operating practice. Led my function through its AI transformation, building the prompt-engineering and evaluation methodology that became the team's standard way of working, and partnering with product teams to take AI from experiment into live, compliance-critical workflows. I lead design as both a craft and an operating discipline, and I bring the AI fluency that design organizations need but rarely find in a leader.

CAREER HIGHLIGHTS

- **Enterprise design leadership at scale:** led the team behind the Walgreens Boots Alliance design system, the single standardized UX and development system adopted by every product team across a global retail-pharmacy business, and scaled that discipline from 2 to 12.
- **Built the business case that funded it:** modeled the annual cost of operating without a design system across 340 design and development roles, presented the resulting \$6.4 million figure to leadership, and secured the investment.
- **Led the AI transformation of a UX research function:** built the prompt-engineering systems, reusable skill files, and evaluation methodology that replaced ad-hoc tool use with a repeatable, graded workflow, then drove team-wide adoption through training and change management.
- **Took AI from experiment into production:** partnered with an experimental AI team and three product groups to move AI capabilities from feasibility through RICE-prioritized roadmap, UX design, and rollout in document-heavy, compliance-critical workflows, and led the team that set the responsible-AI standards making outputs trustworthy for expert users.
- **Eight years leading design strategy and teams:** directed UX across six customer-facing enterprise applications in partnership with product and stakeholder leadership, and scaled the UL Solutions practice from 1 to 4, after a decade as a practitioner across enterprise, agency, and healthcare environments.

CORE COMPETENCIES

Design and UX Leadership: Design organization building and scaling · Enterprise design systems · Design strategy and operations · Accessibility and WCAG standards · Design-maturity standards

Research and Insight: UX research leadership · Usability testing · A/B testing and experimentation · Heuristic evaluation · Product analytics

AI Transformation and Enablement: AI-native design and research · Prompt engineering and evaluation-driven workflows · Responsible-AI and human-in-the-loop standards · AI fluency and training · Adoption and change management

Organizational Leadership: Team building and scaling · Mentoring and coaching designers · Stakeholder and product-leadership partnership · Cross-functional program leadership · Roadmapping and prioritization

PROFESSIONAL EXPERIENCE

User Experience Manager

2019 - Present

UL Solutions LLC | Northbrook, IL (Remote)

Lead UX strategy and research across an enterprise product portfolio, and led the function's AI transformation.

- Directed UX strategy for six customer-facing enterprise applications in partnership with product and stakeholder leadership, scaling the design organization from 1 to 4, mentoring and coaching the team, and establishing the design-maturity and accessibility standards now used across interdisciplinary teams.
- Led the function's AI transformation: designed prompt-engineering systems, reusable skill files, and evaluation-driven workflows that grade and iteratively improve model outputs, moving an eight-person UX function from ad-hoc tool use to a documented standard, and drove adoption through team training and a standing practice for sharing methods.
- Built a gold-standard evaluation loop that reduces downstream manual editing: establish an SME-vetted gold-standard output, have the model score its raw output against that standard on a 100-point quality scale, and iterate the prompt until it reliably scores 90 or higher on the first pass. In production for research deliverables including future-state journey maps.
- Partnered with an experimental AI team and three product groups to take AI capabilities from feasibility through RICE-prioritized roadmap, UX design, and rollout (in progress) in document-heavy, compliance-critical workflows: automated engineering test reporting, environmental product declarations, and inspection document processing.
- Led the team that set the responsible-AI interaction standards for these workflows (human-in-the-loop confirmation, confidence scoring, source-file traceability, and AI output labeling) so expert users certifying products can verify every result against the original references, and used Figma Make to prototype interfaces and speed developer handoff.

Principal UX/UI Design Manager

2018 - 2019

Walgreens Boots Alliance | Deerfield, IL

Drove enterprise-wide adoption of a single standardized design system across a global retail-pharmacy business.

- Drove enterprise-wide adoption of the standardized UX and development system consumed by all product teams across the organization, by leading the team that built, governed, and evolved it.
- Built and presented the business case that funded the design system: modeled roughly one hour per day lost to redlining and rebuilt components across 340 design and development roles, totaling \$6.4 million annually, and won the investment.
- Scaled the discipline from 2 to 12, running all hiring, interviewing, and onboarding to staff an enterprise pharmacy software transformation, then directing and mentoring the team through delivery.
- Established the design standards, processes, and quality frameworks adopted across the organization.

Senior UX/UI Designer (Walgreens Pharmacy Renewal)

2017 - 2018

Techedge | Deerfield, IL

- Established design and agile practices and built the design-system libraries that supported large-scale enterprise product development.

Earlier Experience

2006 - 2016

Progressive creative and design leadership across enterprise, agency, and healthcare environments: Digital Designer, Tag Worldwide / Zurich Creative Lab (2014-2016); Graphic Designer, Northwest Community Healthcare (2011-2014); Creative Designer, Freelance (2007-2011); Print and Digital Publications Manager, Concrete Reinforcing Steel Institute (2006-2007).

EDUCATION

- BA, Illustration. American Academy of Art, Chicago, IL
- BA, English. Northern Illinois University, DeKalb, IL

TECHNICAL AND TOOLS

Design and Research: Figma, Figma Make, Sketch, Miro, Adobe CS, Dovetail, Maze, Qualtrics, Hotjar

AI and Enablement: Claude, ChatGPT, Google Gemini, Microsoft Copilot, Grok, ElevenLabs, Descript, Make; prompt engineering and optimization, evaluation and grading workflows, skill-file infrastructure

Product and Delivery: Azure DevOps, Jira, Confluence, Aha!, Agile methodologies