

GRANT METCALF

Senior Product Experience Leader

grantmetcalf.com | gwm@grantmetcalf.com | 847-754-9707



OVERVIEW

Proven product design leader with expertise in building and scaling user-centered product organizations. Strategic leader with demonstrated success managing cross-functional teams, driving organizational transformation, and delivering measurable business outcomes through design excellence. Expert in aligning product strategy with business objectives while fostering high-performing design cultures that exceed customer expectations and drive competitive advantage in the marketplace.

CORE LEADERSHIP COMPETENCIES

ORGANIZATIONAL LEADERSHIP

- Team building and scaling
- Design operations
- Stakeholder management
- Budget and resource planning

PRODUCT STRATEGY AND EXECUTION

- UX strategy and vision
- Design system architecture
- User research and insights
- Technical product leadership

CROSS-FUNCTIONAL COLLABORATION

- C-Suite relationship management
- Product roadmap development
- Agile transformation
- Process innovation

PROFESSIONAL EXPERIENCE

USER EXPERIENCE PORTFOLIO LEAD

UL SOLUTIONS LLC | NORTHBROOK, IL | 2019 - PRESENT

Lead strategic design operations for enterprise product portfolio while building and managing high-performing UX organization.

- Collaborate with C-suite and product leadership to develop organizational UX strategy and oversee \$450k annual budget allocation
- Scale design organization from 1 to 4 designers while implementing scalable design operations, training programs, and cross-team collaboration frameworks
- Define user-centered design processes across interdisciplinary teams and establish design maturity standards organization-wide
- Drive UX strategy and design operations for six customer-facing applications, setting strategic goals and measurable outcomes to maximize ROI and usability
- Lead comprehensive user research initiatives and partner with product ownership, engineering leadership, and business stakeholders to translate priorities into user-centered design solutions
- Explore and implement AI integration in UX workflows, testing and deploying innovative methodologies that enhance design efficiency and user-centered outcomes
- Create strategic design frameworks, establish design requirements and user scenarios, and drive design system adoption and standardization across multiple product lines

PRINCIPAL UX/UI DESIGNER

WALGREENS | DEERFIELD, IL | 2018 - 2019

Led 12-person visual design discipline for enterprise pharmacy software transformation initiative.

- Developed comprehensive team strategy and vision for pharmacy enterprise software while managing hiring, onboarding, and performance for 12 contractors and employees
- Deployed enterprise design system consumed organization-wide and established visual standards for branding, illustrations, icons, and data visualizations at scale
- Made strategic design decisions for new functions and features that directly impacted business outcomes and organizational growth
- Translated complex business requirements and technical limitations into intuitive user experiences through collaboration with product, engineering, and marketing leadership
- Established design standards, processes, and quality frameworks across the visual design discipline to ensure consistency and excellence
- Delivered responsive interfaces optimized for multiple devices and enterprise use cases to maximize user accessibility and engagement

SENIOR UX/UI DESIGNER

TECHEDGE - WALGREENS | DEERFIELD, IL | 2017 - 2018

Senior contributor to Walgreens Pharmacy Renewal UX transformation.

- Established design best practices and agile methodologies for enterprise software development
- Built and managed design system libraries supporting large-scale product development
- Created detailed UI specifications and standards for product development teams
- Delivered high-fidelity design solutions from concept to implementation

DIGITAL DESIGNER

TAG WORLDWIDE – ZURICH CREATIVE LAB | SCHAUMBURG, IL | 2014 -2016

Senior creative contributor for global insurance brand creative operations.

- Delivered innovative design solutions including user interfaces, marketing campaigns, and brand experiences
- Maintained brand standards while producing high-impact creative work in fast-paced environment
- Created comprehensive environmental designs for annual events and national tradeshow

GRAPHIC DESIGNER

NORTHWEST COMMUNITY HEALTHCARE | ARLINGTON HEIGHTS, IL | 2011-2014

Developed visually compelling designs to meet the creative demands of an entire hospital network.

Facilitated the organizational transition from a traditional marketing department to an in-house agency.

- Art-directed advertising campaigns and collateral driving market growth and brand awareness.
- Created dynamic visual communications including mobile app user interfaces, social media and print campaigns, billboards, bus tails, direct-mail, brochures, web ads, logos, and other promotional materials.
- Implemented project management solutions to keep pace with tight production schedules and large volumes of creative requests.

CREATIVE DESIGNER

FREELANCE CREATIVE SERVICES | MOUNT PROSPECT, IL | 2007-2011

Created graphic design and illustrative solutions tailored to client needs through the use of conceptual creative campaigns, marketing strategies, branding and promotional collateral.

- Consulted with clients to determine artistic goals and objectives. Provide innovative solutions that meet or exceed client's expectations.
- Designed effective creative solutions targeting specific demographics deployed across many communication mediums to increase profitability, performance, and organizational presence.

PRINT AND DIGITAL PUBLICATIONS MANAGER

CONCRETE REINFORCING STEEL INSTITUTE (CRSI) | SCHAUMBURG, IL | 2006-2007

Creative leader supporting organizational transition to in-house agency model.

- Art-directed advertising campaigns driving market growth and brand awareness
- Implemented project management solutions to optimize creative operations and delivery
- Created comprehensive visual communications across digital and traditional media channels

EDUCATION

BA, ILLUSTRATION

American Academy of Art, Chicago, IL

BA, ENGLISH

Northern Illinois University, DeKalb, IL

SOFTWARE PROFICIENCY

DESIGN AND RESEARCH TOOLS: Figma, Sketch, Adobe CS, Miro, Maze, Dovetail, Qualtrics, Hotjar

PRODUCT AND PROJECT MANAGEMENT: Azure DevOps, Confluence, JIRA, Trello, Aha!

UX AI TOOLS: ChatGPT, Claude, Figma AI, Napkin AI, Google Gemini, Microsoft Copilot

DEVELOPMENT UNDERSTANDING: Angular, React, HTML5, CSS3, JavaScript

PROFESSIONAL DEVELOPMENT

IXDA – Interaction Design Association

UXPA – User Experience Professionals Association

JARED SPOOL: Leaders of Awesomeness Program