

DICKON GRAY

With a proven track record spanning over ten years in design, research, and leadership, I specialise in optimising team efforts to consistently deliver impactful user-centric solutions. My approach emphasises innovation, efficiency and accessibility to achieve success in complex and fast-paced environments.

CONTACT

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LEADERSHIP EXPERIENCE

Group Head of Product Design & Research, ParentPay Group

Industry: Ed-tech - 20,000 schools, 6 million pupils and 58 million monthly payments.

Products: SaaS - B2B & B2C. **Team size:** 25. **Duration:** Dec 2021 - Present.

Team Building & Leadership:

Recruited and developed a high-performing team of 25 designers, researchers, and product analysts, spanning from associate to principal levels.

Strategic Collaboration:

Partnered with Product, Engineering, and Delivery teams to define, refine, and implement a comprehensive, group-wide product strategy.

Design & Development Initiatives:

Introduced experience principles, skill mapping, development frameworks and regular design reviews. Improving quality through the team's personal development and collaboration.

Driving Innovation with Scalable Systems:

Launched a headless design system that streamlined workflows and ensured consistency. Led the introduction of UX guidelines for AI, enhancing experiences with AI-powered features.

Head of Digital Design, EDF

Industry: Energy - 5 million customers in the UK. **Products:** E-commerce, servicing websites and apps, B2C B2B. **Team size:** 8. **Duration:** Jul 2020 - Dec 2021.

Team Building and Development:

Assembled a top-tier team of Designers, UX writers, and CRO specialists, introducing a comprehensive development framework and running regular team development exercises.

Cost Efficiency:

£200k reduction in agency spending by streamlining design processes and improving internal capabilities and capacity.

User Engagement Enhancement:

18% increase in user engagement by creating and delivering the CRO experiment strategy.

Design System Implementation:

Established EDF's first design system, enhancing consistency and efficiency across all digital products.

Successful Rebranding:

Collaborated with technology and product teams to successfully rebrand all digital products, ensuring a cohesive and modernised user experience.

Head of Experience Design, RSA

Industry: Fintech - a multinational insurance company operating in over 100 countries.

Products: Service websites and apps - B2B & B2C. **Team size:** 18.

Duration: 6-month contract, Feb 2019 - Jul 2019.

Enhanced Team Performance:

Fostered a collaborative environment, boosting team productivity and resilience, resulting in the timely delivery of key projects.

Leadership and Mentorship:

Provided targeted coaching and mentorship, leading to measurable growth in team skills and career development.

Project Management:

Successfully led the design team in a large-scale transformation project, improving user experience across multiple platforms.

Design Excellence:

Maintained high design standards and effectively communicated design principles and strategies at all organisational levels, elevating overall design quality.

Data-Driven Improvements:

Implemented a data-guided approach using quantitative and qualitative research, leading to a 20% increase in user satisfaction scores.

INDIVIDUAL CONTRIBUTOR (IC) EXPERIENCE

Design Lead, Accordo Group

Industry: Scale up - Audit product usage for organisations including Microsoft, Adobe and Dell.

Products: SaaS - B2B. **Team size:** 3. **Duration:** Jun 2016 - Jul 2017.

Drove Product Vision:

Collaborated with the Founder/Chairman, CEO, and CTO to define and execute a strategic product vision, resulting in a more focused and competitive product offering.

Scaled Design Operations:

Established and scaled design practices, including recruiting and mentoring a team of UX and UI designers, enhancing team performance and leading to more efficient and higher-quality outputs.

Directed Rebranding Effort:

Led and implemented a comprehensive company rebrand in preparation for product launch, increasing market visibility and brand cohesion.

Senior Product Designer, Fidelity International

Industry: Fintech - 2.57 million customers across Europe, Asia, Japan and Southern America. **Products:** Servicing websites and apps, B2C and B2B. **Team size:** 16.

Duration: 4-month contract, Jan 2020 - Apr 2020.

Stakeholder Collaboration and User Engagement Growth:

Collaborated with product, engineering teams to develop and implement an effective product strategy. Achieved a 12% increase in user engagement by redesigning site navigation within a 4-month period.

Customer Research:

Conducted extensive qualitative and quantitative research to accurately identify and address customer needs.

Content Strategy:

Co-developed a comprehensive content strategy that facilitated continuous product enhancements.

Senior Product Designer, Pfizer

Industry: Pharmaceutical - millions of customers globally with a diverse portfolio of products. **Products:** Servicing websites and apps, B2B. **Team size:** 8.

Duration: 3-month contract, Oct 2019 - Dec 2020.

Drove Product Strategy:

Collaborated with program directors to strategically shape and refine product roadmaps, enhancing product alignment with market needs and business goals.

Fostered Innovation:

Applied LEGO's serious play methodologies, resulting in increased team creativity and innovative solutions for complex challenges.

Optimised User Experience:

Led workshops and research sessions to define a new Information Architecture, significantly improving user navigation and satisfaction.

Lead Product Designer, RSA

Industry: Fintech - a multinational insurance company operating in over 100 countries.

Products: Service websites and apps - B2B & B2C. **Team size:** 14.

Duration: Jul 2017 - Feb 2019.

Team Leadership:

Coached and mentored three designers, resulting in significant professional development and improved team performance.

Customer Journey Optimisation:

Achieved a 7% reduction in declined claims, streamlining the customer journey and enhancing user satisfaction.

Customer Satisfaction:

Delivered a transformational white-label insurance product, expanding market reach and customer options. Achieved a record-high customer satisfaction (CSAT) score of 83 points.

User Experience Designer, Gray Elephant

Industry: Design consultancy supporting numerous industries and brands across NZ.

Duration: Dec 2013 - Jun 2016.