Latimer Gray

Product Designer · UX/UI · Design Specs & AI-Assisted Delivery

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SUMMARY

Product designer since 2018 in workforce management, healthcare, aerospace, fintech, and SaaS. Starts with the problem and the system underneath it, then writes the specs engineers and AI coding agents build from.

SKILLS

Design Specs & AI DESIGN.md and Component Specs, Design Intent, Spec-Driven Development, Design QA, Claude Code, Figma MCP, Code Connect, Figma AI, Figma Make, Lovable, Agentic AI UX, AI Assistant UX

Product Design & Research User Interviews, Usability Testing, Data-Informed Design, Competitive Analysis, Product Strategy, Journey & Process Mapping, Workshop Facilitation, Information Architecture, User Flows, Prototyping

UI & Systems Design Systems, Design Tokens, Interaction Design, Visual Design, Dashboards & Data Visualization, Accessibility (WCAG 2.2 AA), Responsive Web & Mobile, Design Handoff, Cross-Functional Collaboration

Tools Figma, FigJam, Sketch, Adobe XD, Framer, Webflow, Qualtrics, Google Analytics, Miro, Jira, GitHub, HTML/CSS

EXPERIENCE

2022 – 2026
Cincinnati, OH

Senior UX/UI Designer · CoStrategix

- Worked with workforce, healthcare, hospitality, e-commerce, SaaS, and live entertainment clients, 2 to 3 at once
- Ran discovery: interviewed users, mapped processes and tools, found pain points, and tested designs
- Built accessible design systems with Figma tokens synced to code, and checked builds against the design
- Led design critiques, mentored a junior designer, and presented design rationale in business terms
- Led design for a construction firm's platform to schedule ~1,000 tradespeople, replacing phone calls and spreadsheets, on an 11-month timeline from RFP to go-live
- Shipped a healthcare staffing admin portal and talent mobile app, and turned an AI-made prototype into a full patient lab testing product in 6 weeks, with a client-owned design system
- Ran a 6-week discovery on a hospitality firm's manual scorecards for 370 employees, ending in a prototype
- Cut Marco's Pizza's mobile checkout from 8 steps to 5; launched in 2025 to strong client feedback
- Redesigned a live entertainment brand's website and designed its media app, both handed off to the client
- Designed an AI assistant for a data quality platform that shows users where their incidents come from
- Lead designer on the firm's AI-assisted delivery pilot; faster prototypes made it cheaper to fail and correct

2021 – 2023
Cincinnati, OH

Product Designer · GE Aerospace · Contract

- Redesigned an engine health dashboard so Program Managers could spot risk at a glance
- Interviewed 15+ roles and built process maps showing why on-time delivery sat at 15% against a 75% target
- Helped scale the military division's design system, keeping it aligned with GE's company-wide system
- Facilitated design thinking workshops on workplace culture with leaders and individual contributors

2021 – Present
Cleveland, OH

UX/UI Design Consultant · Long Weekend · Freelance

- Consult on 5+ client web projects, from site maps and user flows to final design, built with Claude Code
- Redesigned a custom home builder's website; designing and building a local church's site

2018 – 2021
Cincinnati, OH

UX/UI Designer · Axcess Financial

- Led UX/UI design for a self-service loan account tool, moving payments online; 1,652 enrollments after launch
- Built the design system with the brand manager and synthesized Qualtrics survey findings for leadership

2015 – 2018
Cincinnati, OH

Digital Design Specialist · TSC Apparel

- Designed web, email, social, catalog, and direct mail assets; managed WordPress and HubSpot email marketing

EDUCATION

Bachelor of Business Administration (BBA), Marketing · Kent State University, Kent, OH · May 2014