



LEHUA GRAY

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MISSION

I came to product and so I could use technology to solve systemic problems in healthcare and scale my personal impact.

JOB EXPERIENCE

AuntBertha.com

Jan 2020 - Present
Austin

Product Manager: Community Based Organization Products

- Managed a product area with a portfolio of 9 major HIPAA compliant products and 4 client-facing data analytics suites for most business-critical user group
- Owned the success of my cross-functional agile team's velocity and quality
- Performed ongoing analysis of product usage data and discovery interviews with my users and stakeholders to identify and communicate new business opportunities to leadership and across teams
- Defined and launched several new product areas, both internally driven and externally committed initiatives to improve complex care delivery
- Established company and product team goals and key results, and aligned stakeholders to features that moved us toward those goals
- Mentored junior teammates through weekly one-on-ones and project leadership
- Achieved success in team OKR goals: Increased sign-up funnel success rate from 35% to >90%, decreased load times 4x, dropped critical bug count to 0, iteratively delivered every deadline-driven feature well ahead of schedule

AuntBertha.com

June 2018 - Jan 2020

Senior User Experience Designer

- Designed new features for a Social Determinants of Health platform that has connected over 4 million patients in need to social services
- Established our company's user-driven thought leadership in the SDOH space, helping to define design and data standards that are interoperable and have been adopted across the SDOH space by major EMR systems
- Worked with clients to understand workflows, gather feedback and lead discovery sessions that drove company roadmapping
- Facilitated feedback sessions with teams, leadership, and customer stakeholders.
- Published monthly in-depth analyses of usage data and client interviews to communicate design opportunities to leadership and across teams

AuntBertha.com

Nov 2016 - June 2018

User Experience Designer

- Worked with hospitals, case managers, service providers, and high needs patients to understand users; resulting in a library of data-driven user personas.
- Built UX Design System with corresponding Sketch Component library to improve collaboration and visual standardization in the product.
- Designed a scheduling and booking interface, a self-serve form builder, and a patient-centered navigation dashboard with data visualizations to allow healthcare professionals to identify high social-need clients

MultiplyMe

Oct 2014 - Jan 2015
Austin

Co-Founder (Product/Design)

- Defined a product that was awarded first-place cash prize at both the Ebay Opportunity Hackathon and the C4TK Hackathon
- Performed user tests, client interviews, surveys, analytics, competitor research
- Created wireframes, prototypes, user flow diagrams and site maps
- Rapidly iterated, added new features and fully redesigned sign up funnel monthly

TK20

Jan 2016 - Oct 2016
Austin

Analytics and Front-end Dev: Design and Marketing Teams

- Used Heatmaps, Google Analytics, and Marketo to analyze usage data, & communicated trends with Marketing and Design Teams
- Developed company marketing site and conference mini sites in Wordpress
- Ensured full WCAG 2AA accessibility across all client facing web properties

TK20

Jan 2014 - Jan 2016
Austin

Accessibility Lead and Front End Dev: UX Team

- Designed and developed accessible components to be used across our system
- Audited 1000+ pages for WCAG/508 accessibility, user tested with blind users
- Created company wide accessibility trainings, with in depth domain-specific accessibility training for Testing, Development, and Engineering Teams
- Maintained a pattern library of front-end code and standardized usage dev across a large team (30+ developers)

Freelance

Jan 2011 - Jan 2014
San Francisco

Web and Graphics Design

- Website visual design and front-end development for websites including e-commerce, healthcare, and nonprofits
- Managed overall web presence including social media and editorial content
- Build custom wordpress themes and plugins for clients with requirements such as multi-lingual support and interactive quizzes
- Designed digital & print collateral for commercial clients across 4 continents

Amherst Theater Dept

Oct 2006 - April 2011
Amherst

Graphics Designer

- Designed and created marketing materials and multimedia assets
- Mentored team of three junior designers

EDUCATION

Amherst College

Class of 2011

Environmental Studies BA (Ecology Focus)

3.6 GPA, Lehemelson Design Center, Tom Gerety Fellow, Entrepreneur Club

SKILLS

Expertise

SQL, A/B Testing, data analysis, agile development, discovery, wireframing, focus groups, rapid prototyping, OKR definition, stakeholder alignment, interaction design, requirements gathering, 508 accessibility

Technical

Jira, Confluence, Pivotal, Sketch, Invision, Figma, Material UI, Sisense/Periscope, Big Query, HTML5/CSS3, JQuery, Optimizely, WCAG 2AA, Heatmaps, Google Analytics, Asana, Bootstrap, GIT, JAWS, Adobe CC, Framer