

Mitchell Ray

UX Designer & Product Leader | Boulder, CO

mitchray.me
mitch@meteor-labs.com
217.710.5339

EXPERIENCE

UX Designer/Consultant

Meteor Labs • 10/2021 – Present

Product consulting company with the goal of delivering high-quality user experiences to a diverse range of clients. Currently offering client services including user experience design, product management, and software development.

VP of Product

roster technologies • 02/2019 – 10/2021

Led a 10+ member product development team from product ideation, design, development, and QA. Managed KPI and career growth for each member of the team with a yearly budget of \$2 million. Utilized Basecamp's Shape Up methodology to continuously deliver software features every 8 weeks based on customer outcomes.

Director of Product

IdealPath • 02/2016 – 02/2019

Led a small cross-functional team in finding product/market fit for new ideas. Products were developed using rapid iteration, market validation, and customer centric methodologies. Collaborated directly with the CEO to prototype early concepts and iterate design patterns.

Lead UX Designer | Co-Founder

Avalanche Apps • 04/2016 – 07/2021

Founded a product development company with the goal of enhancing the experience of people in the outdoors. Designed and built three successful iOS apps with over 30,000 active users. Increased company revenue 400% over three months of iterative product development.

Product Development Consultant

Independent • 08/2014 – 09/2015

Consulted on planning and designing apps for clients ranging from enterprise to start-ups. Hosted a two week product design innovation & iteration workshop for a Fortune 100 company and developed a new product offering during the workshop.

EDUCATION

SIU Edwardsville

2008 – 2012

Bachelor of Arts in Graphic Design

Minor in Art History

EVENTS

Longmont Startup Week

July 2019 • Speaker

Ideas In Motion

A practical guide to moving your idea forward

SKILLS

Leadership

Product vision • Public speaking
Business strategy • Team management
Mentorship • Product roadmapping

Design

Native mobile apps • Enterprise SaaS
Concept sketches • User workflows
Wireframes • Design systems • Styleguides
Information architecture • Branding

Prototyping

Paper prototyping • Figma prototypes
Interaction design • Xcode storyboards

Research

Customer journey mapping • Data analysis
Persona identification • User interviews
Task analysis • A/B testing • Data models
User testing • Testing Product/Market fit

Development

HTML • CSS • JS • Firebase • React
Javascript Frameworks & APIs • Git
Headless CMS • Wordpress

Mitchell Ray

UX Designer & Product Leader | Boulder, CO

mitchray.me
mitch@meteor-labs.com
217.710.5339

EXPERIENCE

Lead UX Designer

Integrity Web Consulting • 09/2011 – 08/2014

Improved processes at an organizational level while leading an eight member design team. Focused on helping teammates grow and expand their skill sets. Converted design and development teams into cross-functional teams, resulting in ongoing improved project quality.

Designer/Developer

Independent • 08/2010 – 09/2011

Freelanced with start-ups, international clients, and indie game developers during college. Collaborated with clients to define requirements and creatively improve products using visual design, interface design, illustration, and web development.

VALUES

Focus on the user first.
Leadership is direction.
Vision has to be established, not assumed.
Product & team before your own agenda.
Always bring mutual respect in collaboration.
Build something you believe in.
Always validate assumptions.
Elevate the people around you.
Failure is an opportunity to grow.