



Earl Anthony Gray

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SKILLS

Design Leadership & Management

Workshop Facilitation

Persona Development

Usability Testing

User Research and Interviews

Information Architecture

Journey Mapping / Service Blueprinting

User / Task Flows

UX Strategy and Planning

Rapid Prototyping

Wireframing

Responsive Design

Service Design

Game Design

HTML/CSS/Javascript (ReactJS)

Lean / Agile Development

508/WCAG Compliance

TOOLS

Sketch

Framer X

Adobe Creative Suite

Figma

MS Visual Studio

MS Office Suite

Atlassian Suite

Spine 2D / MoHo

Unity 3D

ARKit

ChatGPT / Midjourney

EDUCATION

University of Maryland, College Park

B.A. Government & Politics

Georgetown University

M.P.S. Design Management & Communications

CERTIFICATES

Certified SAFe® 6 Practitioner

May 2025

AWS Cloud & AI Practitioner

Sept 2024 / June 2025

OTHER INFO

-UMD Track & Field Team Member (Recruited)

-Gallup Consultant Rising Star Award Recipient

-Slalom Mogul Award Recipient

- Previously Active DoD TS /SCI (Aug. 2020)

Experience

Builder of high-performing teams, zero-to-one digital products, and scalable design systems. 15+ years shaping cross-functional design orgs and bringing vision to life across healthcare, government, and consumer domains. Known for fostering high-craft, research-driven teams that influence product strategy at the highest levels. Currently leading the product design arm of Eli Lilly's Commercial portfolio.

ELI LILLY - INCUBATION LAB / COMMERCIAL

Jun 2023 - Present

Senior Design Director

Helped build and led Lilly's first Incubation Lab, scaling a 14-person cross-functional team that launched 0-1 initiatives across multiple business units. Drove product strategy, rapid prototyping, and patient-centered design to influence executive priorities and roadmap decisions.

Pivoted to lead the Commercial Team in Dec. 2024—Managing and mentoring a multidisciplinary design team (5 Design Leads 20+ individual contributors), instilling a high-craft, research-integrated culture. Led end-to-end product design for the 2025 relaunch of Lilly.com and LillyDirect—creating scalable systems that bridge UX, brand, and health data.

Helped spearhead the strategy for redesigning and replatforming (AEM) the new Lilly.com experience. Championed the design org's strategic expansion, scaling design's impact across various business priorities—including overseeing use of LLMs into IVR and Chatbot experiences.

PUBLICIS SAPIENT

Dec 2021 - Jun 2023

Associate Creative Director

Led visual and interaction design across enterprise-scale digital products, including mobile apps and multi-platform design systems. Directed cross-functional, agile teams from early discovery through launch.

Played a key role in business growth—winning \$200M+ in product work through strategic storytelling and deep partnership with clients.

Co-created XCraft, a mentorship program focused on developing craft and design leadership within Sapient.

DEFENSE DIGITAL SERVICE

April 2020 - Dec 2021

UX Digital Service Expert / Chief of Staff

Led design and strategy for next-gen readiness platforms at the Pentagon, shaping digital systems used across DoD.

Served as Chief of Staff, managing operations and people experience for a 80+ person team of designers, engineers, PMs, and data scientists. Drove org-wide adoption of lean and HCD practices—ensuring high-craft outcomes and scalable design processes within one of the world's most complex organizations.

SLALOM

Mar 2019 - April 2020

Experience Design Practice Area Lead (Federal)

Led enterprise product design for both commercial and federal clients, managing a distributed design team of 5 across high-visibility projects. Partnered with engineering and product leads to define experience strategy and execute against \$100M+ delivery scopes.

Helped launch new business for the DC studio through client co-creation, design leadership, and integrated delivery execution.

FJORD / ACCENTURE FEDERAL - DIGITAL STUDIO

Oct 2017 - Mar 2019

Service & Interaction Design Assoc. Manager

Lead designer on multiple zero-to-one digital services for federal agencies. Drove user research, prototyping, and system design on platforms serving millions of citizens.

Played a pivotal role in business development wins exceeding \$2B by developing prototypes and design strategies that resonated with stakeholders and agency leadership.

GALLUP

June 2016 - Oct 2017

UX/UI Designer

Recruited by Paul Allen (Founder of Ancestry.com) to lead the user research and design strategy for Gallup's CliftonStrengths platforms (Enterprise and Higher Ed). Spearheaded the creation and rollout of the Gallup Design System, driving consistency across digital products and contributing to a 20% increase in revenue for the CliftonStrengths website. Led cross-functional efforts to elevate the B2B experience for Higher Ed clients through CliftonStrengths for Students, significantly enhancing usability, engagement, and adoption.

HMSHOST

April 2015 - June 2016

Senior Designer / Proposal Graphics

Provided UX/UI design, print design, and motion graphic design support to website, marketing, innovation, and business material production.

LIV GAMES / FORTWOTHREE STUDIOS LLC

Jan 2011 - Dec 2017

2D Animator / UI Designer / Game Designer

Produced 2D animation, motion graphic, UI design, and voice work for independent and major game publishers. Published mobile games which have received over 2,000,000 downloads and have held 4.5 star+ reviews on both Google Play and Apple's Appstore.