



GRIFF HALL

Product // Design

PROFILE

10+ years experience in UX /UI design, product management, & investing across consumer web & mobile

CONTACT

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@gthall1

www.griffdesignsstuff.com

SKILLS + TOOLS

HTML, CSS, Javascript, Sketch, Origami, Frammer, Invision, React Native, Photoshop, Lightroom, Zeplin, Prototipe

Work Experience

Product Design Lead @ Sherpas Labs

February 2015 - May 2020

- Lead initial UI/UX & interaction design, prototype builds, and user testing for 11 startups
- Managed the entire release cycle to own the roadmap, align stakeholders, & collaborate across design & engineering teams
- Recruited employee network to 31 engineers and 17 designer partners

Principle UX Product Manager @ Treez

December 2019 - May 2020

- Headed design and product management for the data marketplace and mobile contactless payments teams
- Lead engineering recruiting for react, java, and react native teams leading to company's most senior engineering hires

Product Designer | Co-founder @ Luckee

November 2014 - April 2016

- Lead design and development of Luckee's consumer facing gaming platform across all web & mobile PWA products
- Designed real-time asset replacement API for programmatic advertising within gameplay across games at scale
- Lead fundraising of angel round of investment, business formation, and stock allocations for employees and investors

Product Manager @ Vail Resorts, Inc

January 2013 - May 2014

- Redesigned user onboarding flows and registration process to reduce time to purchase over 73%
- Lead a team of 14 with revenues of over \$250,000 per day

Volunteer / Community

Design Mentor @ DesignLab

- Mentor students 1-on-1 through design education courses to help them land their first jobs as UX designers

Entrepreneurship Mentor @ Youth CITIES

- Lead student 1-on-1 sessions to proof, stake, and review app designs

Education

Software Development @ Launch Academy

May 2014 - July 2014

The University of Alabama

September 2006 - August 2011