

# GRIFF HALL

Product // Design

## PROFILE

10+ years experience in UX / UI design, product management, & investing across consumer web & mobile. A creative mentor and spirited storyteller that leads with positivity, empathy and strategy. I am passionate about building and impacting startups in climate change, education, blockchain/crypto, AR/VR, non-profit, remote tools, ML/AI, and no-code. In my next role I want to find a problem to solve where my work will have a meaningful impact on a global scale and create positive change for humanity.

## CONTACT

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www.griffdesignsstuff.com

@gthall1

## SKILLS + TOOLS

Prototyping, UI, UX, Interaction Design, User Research, Sketch, Invision, Protopie, Figma, Zeplin, HTML, CSS, Javascript, Framer, Invision, React Native, Xcode Photoshop, Lightroom

## Work Experience

### Product Design Lead @ Sherpas Labs

Feb '15 - Current

*Sherpas Labs is a pre-series A startup studio and investor with 24 companies in the portfolio*

- Led UI & UX design, interaction design, prototype builds, user testing, and launch of MVP and V1 for 14 startups leading to 11 follow-on rounds of investment
- Created design systems for founding teams, coordinated design hiring processes, coached design & research methodology, and scaled product & design teams for 20+ portfolio companies
- Recruiting efforts grew employee base to 31 engineers, 9 designers, and 3 product managers

### Principle UX Product Manager @ Treez

Dec '19 - May '20

*Treez in a B2B SaaS retail platform with POS, integrated payments, and data analytics marketplace*

- Redesigned multi-channel sales fulfillment dashboard resulting in a 27% increase in workflow efficiency critical for supporting COVID19 reduced headcount & delivery operations
- Led the Enterprise team building new multi-location retail management platform reducing customer organization management tools & inventory de-duplicate operations by up to 80%
- Created new engineering team in Canada and led recruitment & hiring of principal and senior software engineers saving company more than \$135,000 per year

### Co-founder, CEO, Product Designer @ Luckee

Nov '14 - Apr '16

*Luckee is a currency-mining gaming platform using machine learning to optimize in-game ad revenues*

- Led design & growth of the consumer facing mobile gaming platform surpassing 20,000 users
- Designed real-time game asset ad integration rewarding users with over \$45k in earnings
- Led fundraising of angel round of investment, business formation, and stock allocations

### Product Manager @ Vail Resorts, Inc

Jan '13 - May '14

*Vail Resorts, Inc. is the premier mountain resort company in the world*

- 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

### Co-founder, CEO, Designer @ Connect Crimson

Aug '10 - Jun '12

*Food & beverage deals platform for university students*

- Acquired by Party Tutor in 2012
- Led design and initial build of web platform, fundraising, and growth of 100,000+ user base

## Volunteer / Community

### Design Mentor @ DesignLab

Oct '18 - Dec '19

*DesignLab teaches UI/UX design through hands-on projects & 1-on-1 mentorship from expert designers*

- Mentored students through UX/UI & interaction design & career education courses
- 3 mentees hired in first full-time design roles

### Entrepreneurship Mentor @ Youth CITIES

Jul '15 - Jan '17

*Educating high school students with interests in STEAM fields to become entrepreneurial leaders*

- Led student 1-on-1 sessions to proof, stake, and review app designs & business plans
- 2 students awarded Skunkworks investment funding to pursue summer projects

## Education

### Software Development @ Launch Academy

May '14 - Jul '14

*An immersive coding program specializing in Ruby, Rails, JavaScript and ReactJS.*

- Ruby on Rails, Javascript, Git, Object-oriented programming, & database design

### The University of Alabama

Sep '06 - Aug '11

*Overall GPA 3.7 / 4.0*

- Major: Political Science GPA - 4.0 / 4.0
- Minors: Biology - GPA 4.0 / 4.0 & Computer Science - GPA 4.0 / 4.0