

James Charles Gray

UX Strategy • Information Architecture • Product Design Leadership
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Professional Summary

Enterprise UX and Information Architecture leader with extensive experience designing large-scale digital ecosystems for Fortune 100 organizations. Expert in taxonomy, metadata, navigation systems, design systems, and content governance. Adept at partnering with engineering, product, legal, and compliance teams to deliver scalable, user-centered solutions. Known for transforming complex business requirements into intuitive, measurable digital experiences.

Core Skills

UX Strategy & Product Leadership; Information Architecture; Taxonomy & Metadata; Design Systems; User Research & Heuristics; Wireframes & Prototypes; Journey Mapping; Content Governance; CMS Architecture; Agile/Scrum; Requirements & Use Cases; ADA/WCAG Compliance

Professional Experience

Head of Design, Avvance Product Team — U.S. Bank | Aug 2021 – Mar 2026

Led end-to-end UX and product design for U.S. Bank's BNPL ecosystem. Oversaw consumer applications, account management flows, merchant web experiences, portal design, and communications. Directed strategy, IA frameworks, design standards, and cross-channel consistency. Partnered with engineering, product, risk, and compliance to deliver scalable, compliant user flows. Drove research-informed design decisions and iterative improvements across the product lifecycle.

Lead User Experience Architect — State Farm Corporate | Sept 2016 – Aug 2021

Owned UX architecture for internal and customer-facing digital products including credit card, banking, and personal account experiences. Defined design system architecture and long-term UX strategy. Led IA, navigation models, and content structure for high-traffic digital properties. Collaborated with product, engineering, and compliance teams to ensure alignment and accessibility.

Lead User Experience Architect — Home Depot Online | May 2012 – Sept 2016

Directed IA strategy for Agile teams supporting major initiatives: PLP/Type Ahead, Pro Services, Mobile, Holiday & Events, Category Pages, and Value Pricing. Provided senior mentorship and strategic guidance across UX teams. Improved findability, conversion, and cross-channel consistency through structured IA and taxonomy work.

Consultant – Information Architect — ING US; InterContinental Hotels Group; Cox Communications | 2009 – 2010

Delivered IA and BA support for Agile teams, including restructuring ING's Life Insurance Policyholder site. Supported field Webmasters, maintained corporate data in Interwoven, and contributed to eCommerce conversion initiatives.

Senior User Experience Architect — Engauge Digital | Mar 2008 – May 2009

Led IA and UX strategy for major clients including The Home Depot, Food Lion, IHG, Atlanta Children's Museum, Florida Citrus Sports, and Atlanta Gas Light. Delivered site architectures, taxonomies, and content strategies. Conducted heuristics, usability reviews, and research-driven recommendations.

Information Architect / Content Strategist — Macquarium Intelligent Communications | Mar 2006 – Mar 2008

Architected large-scale sites including VitalCheck and IMG (imgworld.com). Delivered IA, wireframes, knowledge mapping, and content strategy for Emory University, SunTrust Bank, and The Home Depot.

Information Architect — Equifax (via Ettaine Group) | Aug 2005 – Mar 2006

Designed IA, taxonomy, and wireframes for consumer partnership sites including Equifax.com. Led CMS integration strategy, metadata development, and use case documentation.

AVP, Information Architect / Senior Content Strategist — SunTrust Bank | Aug 2001 – July 2005

Directed content strategy, IA, and standards for SunTrust's enterprise web properties. Led usability testing, requirements, and cross-functional alignment with Legal, Compliance, Privacy, and Security. Oversaw daily operations and governance for 20+ business groups.

Awards & Professional Recognition

SunTrust Merger Award (2005); PCWeek Top 50 Internet Savvy Companies (multiple years); SIGCHI/SIGGUCS Technical Writing Awards; Multiple industry awards for B2B and consumer web experiences.

Professional Affiliations

Usability Professionals Association (UPA); ACM SIGCHI; Society for Technical Communicators.