James Charles Gray

UX Strategy • Information Architecture • Product Design Leadership

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Professional Summary

Enterprise UX and Information Architecture leader with deep experience designing large-scale digital ecosystems for Fortune 100 organizations. Expert in taxonomy, metadata, navigation systems, and design standards. Skilled at partnering with product, engineering, legal, and compliance teams to deliver scalable, user-centered solutions. Known for transforming complex 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

Experience

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

Led UX strategy and end-to-end design for U.S. Bank's BNPL ecosystem. Directed IA, standards, and cross-channel experience for consumer onboarding, account management, merchant tools, and portal environments. Partnered with engineering, product, risk, and compliance to deliver scalable, compliant user flows.

Lead User Experience Architect — State Farm | 2016–2021

Owned UX architecture for enterprise financial products including credit card, banking, and customer account experiences. Defined design system architecture and long-term UX strategy. Delivered IA, navigation models, and content structure for high-traffic digital properties.

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

Directed IA strategy for major eCommerce initiatives: PLP/Type Ahead, Pro Services, Mobile, Holiday & Events, Category Pages, and Value Pricing. Improved findability, conversion, and cross-channel consistency. Mentored UX team members.

Senior IA / UX Architect (Consulting & Agency Roles) — ING US • IHG • Cox Communications • Engauge • Macquarium | 2006–2012

Delivered IA, UX strategy, content governance, and usability support for enterprise clients including The Home Depot, Food Lion, IHG, Emory University, SunTrust Bank, and Atlanta Gas Light. Architected large-scale sites, taxonomies, metadata systems, and CMS structures.

Information Architect / Senior Content Strategist — SunTrust Bank | 2001–2005

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

Awards & Recognition

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