Austin, Texas
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Reagan Ray, Product Designer

With 15 years of experience solving complex problems for companies of all sizes, I believe in putting the user first and striving to remain practical yet effective in my practice.

Experience

Luro - Co-founder, Head of Design
2021 - Present

I co-founded Luro, a platform for building and tracking design systems. I led product, design, and strategy efforts.

- Grew the private beta program to over 400 users in the first three months
- Created the design system that powered the entire product
- Improved user activation by over 20% through new onboarding methods
- Conducted 60+ interviews to research and define user needs in the space
- Designed a Figma integration used by over 70% of activated users
- Raised over $1M from angels and VCs

Papa John's International - UX Director
2020 - 2021, Contract

I led the six-person UX team - collaborated directly with leadership, engineering, and project management to develop roadmaps and launch strategies.

- Led product design, user testing, accessibility, and research efforts for web, iOS, Android, and email
- Launched a record six new products in 2020 and increased new product click-thru rates by 20%
- 2020 saw the company's highest YoY growth, with 23.8% same-store sales growth in Q3 alone
- Worked with the brand team to launch the first rebrand in company history

Papa John's International - Lead Product Designer
2018 - 2020, Contract

I led product design for all end-to-end user experiences on the web, including planning, research, and user testing.

- Introduced new a/b and user testing workflows
- Design lead for the first whole-site accessibility audit
- Created and maintained the design system, which reduced overall page weight by 22% and accelerated new feature development

- Design lead for a new loyalty program that grew from 12 to 20 million members in 2 years—increased loyalty signups by 118% during checkout
- Navigated the ordering process during COVID-19 and shipped a no-contact delivery feature in 3 weeks

Microsoft - Senior Product Designer
2015 - 2018, Contract

- Designed the first responsive Microsoft homepage, which received write-ups in [Forbes](#), [The Next Web](#), and [The Verge](#)
- Design lead for the initial version of the microsoft.com design system
- Collaborated with multiple teams to implement the new design system, including Microsoft Store, Support, and Windows Apps
- Site design and branding for the Microsoft Build Conference
- Launched new experiences for Microsoft News Center, Microsoft Cloud Platform, Microsoft Research, and Windows Insider

RetailMeNot - Senior Product Designer
2013 - 2015, Contract

- Led the creation of a new design system initiative, with a working MVP in the first three months
- Launched a new account experience, homepage, store, and marketing pages in the first year
- Increased signups by 25% with a new personalization initiative
- Worked directly with the SVP of Product to develop new product offerings

Paravel - Co-founder, Lead Designer
2006 - 2021

A digital services agency I co-founded - managed multiple projects at a time across all platforms, from strategy to delivery.

- Managed a rotating team of 10 freelance designers and developers
- Clients included: Microsoft, Khoros, Austin Chamber, Adobe Typekit, Starbucks, Wired, atSpoke, Andreessen Horowitz, Twitter, and Etsy

Education

The University of Texas at Austin
Bachelor of Science, Advertising
Texas Creative Program

Skills

UX/UI Design | Design Systems | Usability Testing | Prototyping
Strategy + Planning | Product Design | Accessibility | Research

Links

[Online Portfolio](#) | [LinkedIn](#) | [Twitter](#)