

# CARLY GRAY

Senior Content Designer  
UX & Product Strategist

## PROFILE

I'm a senior content designer with a specialization in wearables, mobile, AI and AR/VR. I put customers and content first to design experiences that are intentional and never distracting.


## ACHIEVEMENTS

- Developed the adjustment instructions for Focals AR smartglasses using content-first design and research. These instructions helped 10,000+ customers adjust their glasses at home
- Created the voice and tone guide for Focals AR smartglasses (used today by the UX team at Google)
- Published user documentation and UX content for the first BlackBerry 10 devices

## SKILLS

Sketch	InVision Studio	HTML/CSS
Figma	After Effects	Photoshop
Illustrator	Adobe XD	Miro/FigJam

## CONTACT

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 Ontario, Canada

## CAREER

### Content Designer

Meta, March 2024 - January 2026

- Increased profile updates and monthly active users for the Horizon mobile app by 8% with a combined upsell strategy that promoted GenAI background updates when a user would change their emote. This met users where they were, encouraged return visits, and created more affinity for users with their avatar
- Drove information architecture changes and accessibility labelling for updated Avatar styling. Hundreds of updated assets were findable and accessible ahead of the 2024 Connect Avatars rebrand
- Implemented mandatory avatar creation new user experience in the Meta Horizon app, increasing return user avatar edits by 9%
- Established an AI and content design practice that gets content designers leveraging Meta AI's Language Learning Model (LLM) to increase personalization for young adult and teen audiences
- Led string authoring pilot and onboarding for Meta Horizon content designers, saving engineers an average of 20 minutes of implementation time per string

### UX Content Strategist

Ford Motor Company, June 2023 - March 2024

- Created a naming framework and strategy for charging and energy services for Ford EVs. Using the framework, 11 products were renamed to align with plain language and user feedback
- Increased vehicle homepage visits by 11% for the F-150 Lightning and Mustang Mach-E with a luxury vehicle concept that I A/B tested
- Lead incentives and offer messaging strategy on public web surfaces

### Content Designer

Meta, August 2021 - May 2023

- Lead content design for media experiences, settings, notifications, and accessibility features on smartglasses
- Spearheaded regular release notes publishing that increased feature awareness and adoption by 30%
- Established a content engineering practice that allowed content designers to own string management and content updates in code
- Coordinated across product groups to create a cohesive notifications and education framework so users receive relevant information that supports their needs and experience with smartglasses

### Senior UX Writer

Sun Life, July 2020 - April 2021

- Supported 5 fully remote and distributed teams as the sole UX Writer for web and mobile projects
- Collaborated with product, legal, and marketing stakeholders to build better content for customers, improving their financial literacy and know-how
- Audited all content in Sun Life's group benefits space (used by thousands of Canadians) and proposed a new information architecture, making health insurance easier to understand and navigate
- Launched over 20 user and content tests spanning across 10 projects

## **Instructor**

UX Content Collective, April 2020 - present

- Improved course content quality for the UX Writing Fundamentals modules, including UX writing for accessibility, inclusivity, and product voice
- Assessing and giving custom feedback for all final projects from the UX Writing Fundamentals and UX Writing for Technical Writers course
- Currently mentoring and coaching UXCC students to build portfolios, increasing student career placement rate
- Managing a team of 5 instructors and improved our project grading SLA average by 3 days
- Created rubric, scoresheets, and suggested feedback response documents for instructors that reduced grading turnaround time by 2 days

## **Content Strategist**

North (acquired by Google), June 2018 - June 2020

- Decreased support costs by working with the support team to understand customer pain points and evolve the product content to resolve common issues. This included producing videos and GIFs for support articles and the Focals app
- Spearheaded communicating Focals release notes through weekly emails, social posts, and support pages. Readership on the knowledge base increased by 80%!
- Established, maintained, and educated teams on North's rebranded voice and tone guide, increasing voice adherence by 50%

## **Technical Writing Specialist**

Manulife, June 2016 - June 2018

Drafted and published blast emails, communications, and weekly summaries of documentation highlights within Group Retirement Solutions (GRS)

- Created and updated procedures related to retirement plan set up and administration and reviewed user guides for the plan design software tool for accuracy and increased quality
- Collaborated with software developers and operations support analysts to communicate release notes and documentation to end users monthly
- Created templates, style guidelines, and video training content for other writers within GRS
- Managed the documentation email inbox and content management system (OnDex CMS)

## **EDUCATION**

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### **University of Waterloo**

Bachelor of Arts, 2016

- Honours English Literature, Rhetoric, Professional Writing, and German

### **Interaction Design Foundation**

Member since 2018

- User Experience Certification (Top 10% class distinction)
- Accessibility and Design Certification (Top 10% class distinction)