

# CARLY GRAY

Content Designer  
UX Strategist

## PROFILE

I'm a content designer with a specialization in hardware and AR. 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	

## CONTACT

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## CAREER

### Content Designer

Meta, August 2021 - present

- Leading 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 Writers Collective, April 2020 - present

- Contributed to course content for the UX Writing Fundamentals modules, including UX writing for accessibility, inclusivity, and product voice
- Responsible for grading and providing feedback for all final projects from the UX Writing Fundamentals course
- Currently mentoring and coaching UXWC students so they can build their portfolio and start a career in UX writing

### 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, empowering everyone to write at North

### Technical Writer

BlackBerry, September 2012 - April 2014

- Drafted and published online help documentation using DITA and XML authoring tools
- Led a voice and tone seminar focused on support content and trends that shaped the next version of BlackBerry's style and authoring guidelines

## EDUCATION

### 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)