

GRANT METCALF

UX and Design Leadership · AI Transformation of Design and Research

Design Organization Leadership · Enterprise Design Systems · AI-Native Research Practice · Responsible-AI Standards
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SUMMARY

Design and UX leader with twenty years in design and eight leading design teams, from founding a 12-person discipline and winning funding for an enterprise design system at Walgreens to leading UL Solutions' UX research practice through its AI transformation. Manages designers embedded in product teams, partners with product leadership on strategy and discovery, and stays hands-on in the research, prototypes, and prompt systems the work runs on.

CAREER HIGHLIGHTS

- Won funding for an enterprise design system at Walgreens Boots Alliance by pricing the status quo: \$6.4 million a year in lost design and development time across 340 roles.
- Guided an eight-person UX research function from ad-hoc AI use to a graded standard, cutting research synthesis from about 3 days to 1 per study and hitting a 90/100 first-pass quality bar against an SME-vetted gold standard.
- Scaled design teams from 2 to 12 at Walgreens and from 1 to 4 at UL Solutions, and led UX across three AI Lab initiatives, taking AI from feasibility demos toward production in certification workflows.

CORE COMPETENCIES

Design and UX Leadership: Design thinking · User-centered design · Interaction design · Information architecture · Design systems · Design operations · Prototyping and wireframing · Accessibility and WCAG

Research and Insight: User research · Product discovery · Usability and A/B testing · Journey maps and personas · Heuristics

AI Transformation and Enablement: AI-native design and research · Prompt engineering and evaluation-driven workflows · Responsible-AI and human-in-the-loop standards · AI fluency and training · Adoption and change management

Organizational Leadership: People management · Mentoring and career development · Hiring and team scaling · Operating models · Stakeholder management · Cross-functional collaboration · Roadmapping and prioritization

PROFESSIONAL EXPERIENCE

User Experience Manager

UL Solutions LLC | Northbrook, IL (Remote) | Nov 2019 - Present

Lead UX strategy and research across an enterprise product portfolio, and led the team through the AI transformation of the UX research practice.

- Directed UX strategy and product discovery for six customer-facing enterprise applications with product and stakeholder leadership. Scaled the design team from 1 to 4 within an eight-person UX research function, directing designers embedded in product teams who run their own workstreams.
- Escalated the ownership gap between the experimental AI Lab and product teams to the VP of Global Delivery, Data, and Analytics, leading UL to stand up a separate product team owning workflow integration. Defined the UX and Product operating model for AI work: playbook, scope planning guide, and responsibility matrix.
- Led the team that built the prompt-engineering systems, skill files, and gold-standard evaluation loop that became the research function's standard, cutting research synthesis from about 3 days to 1 per study. The loop scores raw model output against an SME-vetted gold standard on a 100-point scale and iterates the prompt until it clears 90 on the first pass.
- Owned UX across three AI Lab initiatives from feasibility through RICE-prioritized roadmap, design, and rollout (in progress): AI test report generation, AI search across follow-up service documents, and a conformity assessment tool for UL 3115 (a new standard for certifying products with embedded AI), designed personally end to end, including the prototype.
- Shaped seven team-authored AI interaction standards shared across those initiatives, including human confirmation and override, one-click source traceability, visible AI labeling, and audit trails, so certifying engineers can verify every result. An AI-to-Figma Make pipeline the team built cut prototype turnaround from roughly 7 to 8 hours to 1 to 2.
- Delivered eight future-state journey maps for UL's PLM platform implementation, and used the ISO standards that govern certification to show one common flow with defined configuration points, countering the push for separate workflows and interfaces per business unit.

Principal UX/UI Design Manager

Walgreens Boots Alliance | Deerfield, IL | Feb 2018 - Nov 2019

Led the visual design discipline for the Walgreens Pharmacy Renewal program and its enterprise design system.

- Oversaw the team that governed and evolved the Renewal design system, the standard UX and development system for all four product teams in the program, partnering with the offshore team that built and tested the components.
- Built and presented the business case that funded the design system: modeled roughly one hour per day lost to redlining and rebuilt components across 340 design and development roles, totaling \$6.4 million annually, and won funding, a dedicated design system manager, and a build and test team.
- Grew the visual design discipline from 2 to 12, owning all hiring, onboarding, and mentoring, and set role levels and a hiring bar. Structured the team with senior designers as art directors and proxy leads for their embedded product teams.
- Designed the discipline's operating model: shared onboarding with recorded Figma training, T-shirt capacity planning capped at three active initiatives, and scheduled Walk the Wall reviews that gave program leadership visibility without a status meeting.

Senior UX/UI Designer (Walgreens Pharmacy Renewal)

Techedge USA, Inc. | Deerfield, IL | Mar 2017 - Feb 2018

- Established design and agile practices and built the design-system libraries that supported large-scale enterprise product development.

Owner

GM Studios LLC | Elk Grove Village, IL | Sep 2016 - Sep 2017

Digital Designer

Tag Worldwide (Zurich Creative Lab) | Schaumburg, IL | Nov 2014 - Sep 2016

Graphic Designer

Northwest Community Healthcare | Arlington Heights, IL | Oct 2011 - Sep 2014

Creative Designer

Freelance | Mount Prospect, IL | 2007 - 2011

Print and Digital Publications Manager

Concrete Reinforcing Steel Institute | Schaumburg, IL | 2006 - 2007

EDUCATION

- BA, Illustration. American Academy of Art, Chicago, IL
- BA, English. Northern Illinois University, DeKalb, IL

TECHNICAL AND TOOLS

Design and Research: Figma, Figma Make, Sketch, Miro, Adobe CS, Dovetail, Maze, Qualtrics, Hotjar

AI and Enablement: Claude, ChatGPT, Google Gemini, Microsoft Copilot, Grok, ElevenLabs, Descript, Make; prompt engineering and optimization, evaluation and grading workflows, skill-file infrastructure

Product and Delivery: Azure DevOps, Jira, Confluence, Aha!, Agile methodologies