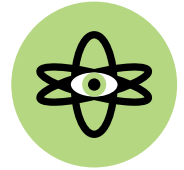


GRANT PARSLEY

CREATIVE LEADER

A: Plano, TX | P: 214-418-8119 | E: grantparsley@hotmail.com | **PORTFOLIO** | **SHOWREEL**



PROFILE

Creative leader with 28 years experience across branding, UI/UX, motion, 3D, packaging, and print, producing clear, memorable, audience-focused work. Skilled at guiding teams and using emerging tools, including AI, to accelerate workflows and deliver effective outcomes.

WORK EXPERIENCE

PRINCIPAL UI DESIGNER

Aug 2022–present

Cotality, Dallas, TX

- Led end-to-end design of 'Ensemble' – a bespoke enterprise-wide product design system – driving accessibility, consistency, collaboration, and scalability at Cotality, a prominent data analytics provider.
- Created and designed the foundational UI principles, practices, and processes content for the Cotality UX organization.
- Contributed to user-centered design initiatives for new cornerstone property data products and company website enhancements.
- Vibe coded an animation program optimized for internal motion needs, improving lightweight, scalable, and dynamic branded interactions. Utilized innovative motion tools, like Rive, to enhance user experience.
- Pioneered AI-enhanced design processes by evaluating and implementing generative tools, LLMs, and prototyping platforms, developing team adoption protocols and prompt strategies that transformed ideation workflows and content creation efficiency.

CREATIVE DIRECTOR

May 2006–Aug 2022

Raytheon, TX

- Responsible for leading creative strategy and overseeing creative quality for Raytheon (#57 in the Fortune 500) corporate Creative Services.
- Project-managed and engaged in all creative phases (discovery, design, delivery) of successful motion graphics, branding campaigns, interactives for critical aerospace and defense pursuits.
- Managed cross-functional teams across time zones, coordinated with external agencies, advocated for customer objectives, set project expectations, and negotiated budgets. Team efforts often involved presentations for C-suite stakeholders.
- During The Raytheon/UTC merger, combining 198,000 employees, advanced the development and implementation of new enterprise-wide processes, tools, and practices – improving collaboration and consistency across the new company.
- Worked UI design for the company's new website and intranet launches.
- Mentored designers. Introduced software and creative trends to partners.

SENIOR GRAPHIC DESIGNER

Nov 2004–May 2006

Bombay Company, Fort Worth, TX

- Redesigned Bombay's extensive store signage library, enhancing the visual and branding elements for a network of over 500 furniture and home accessories retail locations.
- Designed comprehensive branding for 'Bombay Bath,' a novel line encompassing bath decor, accessories, and body care products.
- Created logos, packaging, and direct mail collateral for U.S. and Canadian markets.

SENIOR GRAPHIC DESIGNER

Oct 1999–Nov 2004

Propel Group Graphic Design and Advertising, Dallas, TX

- Rebranded the NBA's Dallas Mavericks organization. Conceptualized and designed the Mavericks logo, including secondary marks. Completed designs and provided creative direction for the Mavericks' uniforms, court designs, billboards, newspaper advertising, office design, identity system, game-time production, and merchandising, ensuring a unified and compelling brand across diverse mediums.
- Contributed to the design and production of Neiman Marcus' renowned monthly catalog – 'The Book.'
- Art directed and designed print, environmental graphics, infographics, and websites for healthcare, fashion, software, hardware, architecture, media, education, nonprofit, restaurant and food service, real estate, and banking.

JUNIOR GRAPHIC DESIGNER *Josh McDowell Ministry, Campus Crusade for Christ, Richardson, TX*
Aug 1997–Oct 1999

- Designed aid solicitations for Belarusian and Russian orphanages.
- Designed materials for initiatives countering postmodern thinking.

EDUCATION

UX DESIGN BOOTCAMP *Springboard*
Dec 2017–Mar 2018 User-centered design, user research, personas, scenarios, wireframing, prototyping

BFA, GRAPHIC DESIGN *University of Georgia*
June 1993–June 1997 Lay-out design, identity system design, campaign design, typography, color theory, illustration training

QUALIFICATIONS

Design Leadership and Strategy

Creative direction, team management, cross-functional collaboration, project management, budget oversight, vendor negotiation, process optimization, stakeholder communication, strategies grounded in user-centered design

Key Strengths

Rapid adaptation to evolving creative technologies, strategic integration of AI-enhanced workflows, mentorship and team development, stakeholder communication, brand consistency at scale, cross-disciplinary problem solving, five years agency environment experience

UI/UX and Design Systems

Enterprise design systems, user interface design, user experience principles, accessibility standards, design tokens, component libraries, prototyping, interaction design

Design and Branding

Branding/identity, motion graphics, packaging, print, photo/video direction, C-suite presentation design, environmental graphics

Design Tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), Figma, Blender 3D, Zbrush, Lottie, Rive, generative art platforms