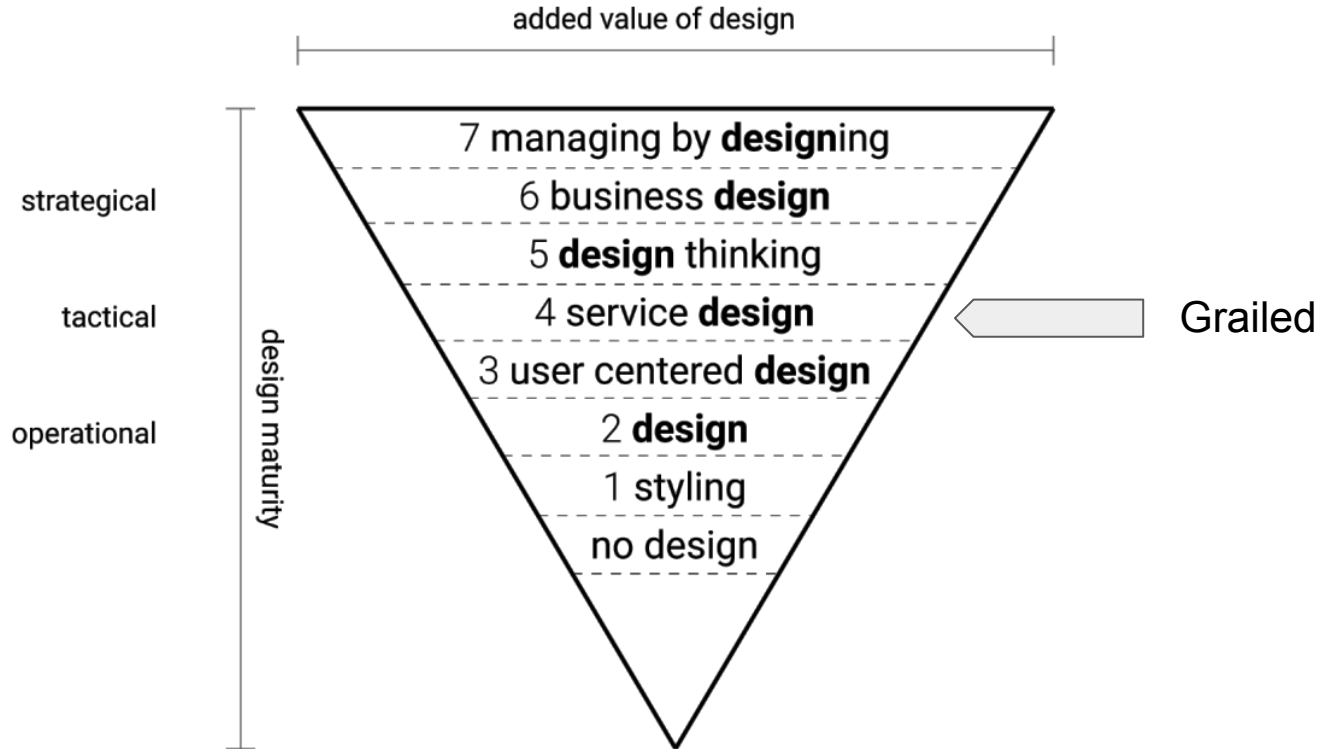


Case Study Addendum

role: Lead Product Designer at Grailed

Product examples on the design maturity scale



Delegation & Supervision

1 Preparation	2 Assignment	3 Specification	4 Confirmation
Product Manager (PM) (organizational support)	- define timeline, budget & scope	- rapid iteration, low risk, “experimental”	The feature is captured in an Epic Brief document that outlines all decisions, goals, timeline, budget, and scope This document had to be approved by the stakeholders
Data Scientist (DS) (research, analysis support)	- define success metrics - facilitate data collection	- SUPR-Q, NPS, C-SAT, CTR, conversion	
UX Designer #1 (UX1) (strong in design production)	- design screens and prototype - produce assets	- build and iterate with Figma - deliver prototype and iOS assets	
UX Designer #2 (UX2) (strong in UX research)	- facilitate user interviews - user testing logistics	- conduct two usability tests before launch - user interviews and documentation	
iOS Developer (DEV) (implementation, release support)	- serve as tech lead - built feature and collaborate with UX1	- build proof-of-concept app and maintain test device - sync app development with designs	

Delegation & Supervision

5 Training	6 Follow-Ups	7 Supervision	8 Feedback	9 Celebration
PM - no training was needed	Daily standup every morning.	All team members were diligently working on their tasks.	- we discussed ways to speed up approval	After beta release I took the entire team out for artisan ice cream to celebrate our completed project.
DS - no training was needed	Every team member reports: - What are you currently working on? - What issues have you encountered? - What blockers (if any) do you have?	If there was an issue, they knew they could reach out.	- thanked for amazing insights	I openly praised each member for their strong performance
UX1 - mentoring and support - guidance in best practices & documentation		I was around and available anytime, so they were comfortable doing their work independently.	- gave some suggestions about prioritization (80-20 rule)	
UX2 - some execution help - logistical support			- commended for job well done	
DEV - no training was needed			- thanked for flexibility and speedy turnarounds	

Sharing research insights within the company

We regularly presented our UX research insights at the weekly all-hands meeting.

The goal of this exercise was to normalize regular UX efforts, get cross-functional support, and participation.

Developers could see how their decisions at work impact the customer and the product experience holistically.

Educating all employees about design and UX increases the design maturity of the company and leads to better products.

