

# Vaughn Gray

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## Profile:

- UX Designer leveraging my experiences as a personal trainer and educator to create user-centered and engaging digital experiences. Combining my knowledge of human behavior with my passion for design, I aim to contribute to the development of intuitive and visually appealing products that enhance user satisfaction and drive business growth.

## Experience:

### **Exercise Specialist, Hearst; New York, NY — 2022–Present**

- Design and implement exercise and wellness strategies tailored to the unique needs and desires of employees, promoting a healthy and active lifestyle.
- Successfully drive gym memberships to an all-time high through effective wellness initiatives and engaging fitness programs.
- Conduct fitness assessments to understand individual needs and goals, providing personalized guidance and support to help employees achieve their desired outcomes.
- Collaborate with other wellness professionals, such as nutritionists, to address a wide range of wellness concerns and provide holistic wellness solutions.

### **Personal Trainer, Equinox; New York, NY — 2018-2023**

- Develop individualized workout programs and routines that are safe, effective, and aligned with clients' goals, ensuring optimal results.
- Earned a professional certification in exercise science, demonstrating a strong foundation in fitness principles and training methodologies.
- Track client progress and adjust workout plans accordingly, providing continuous support and motivation to help clients achieve their fitness objectives.
- Provide exceptional customer service, building and maintaining strong relationships with clients and gym members, fostering a positive and supportive training environment.

### **Production Assistant, Industrial Colors; New York, NY — 2021-2022**

- Assist with logistics, coordinating schedules, and ensuring all necessary equipment and supplies are available on set, contributing to the smooth execution of productions.
- Prepare sets, assemble and dismantle equipment, and assist in arranging lighting and camera setups, ensuring optimal conditions for filming.
- Problem-solve unexpected challenges during production while maintaining composure and finding efficient solutions to minimize disruptions.

**Event Coordinator, iLearn Schools; Clifton, NJ — 2016-2018**

- Handle the scheduling of events for the school community, including parents, students, and staff, ensuring timely and organized event execution.
- Manage communication through various channels, including flyers, newsletters, and social media platforms, effectively conveying event details and generating interest.
- Gather feedback to assess event success and identify areas of improvement, continuously enhancing the quality and impact of events.

**Education:**

- Bachelor of Business Administration, George Mason University; Fairfax, VA — 2015

**Certifications:**

- Google UX Design Professional Certificate - *Coursera*
- Certified Personal Trainer - *National Academy of Sports Medicine*
- CPR/AED Certified - *Red Cross*
- Graphic Design Masterclass - *Udemy*

**Skills:**

- Client Services
- Graphic Design
- Adaptability
- Collaboration
- Team Communication
- Wire-framing
- Prototyping
- UX Research
- Leadership

**Professional References:**

Provided upon request to protect reference sensitive information.