# Gregg Meyer

Designer

Portfolio of products and projects. More than 12 years of design leadership. Experience in B2B, B2C, identity, and design systems.

# Experience

As a leader in design, I scaled teams and products around user needs and business goals.

My 12+ years of experience has allowed me to build teams and products in high growth companies. Working in industries from real estate, healthcare and pharmaceutical, e-commerce, and data security.

wework

HIGHTOWER

Chairish

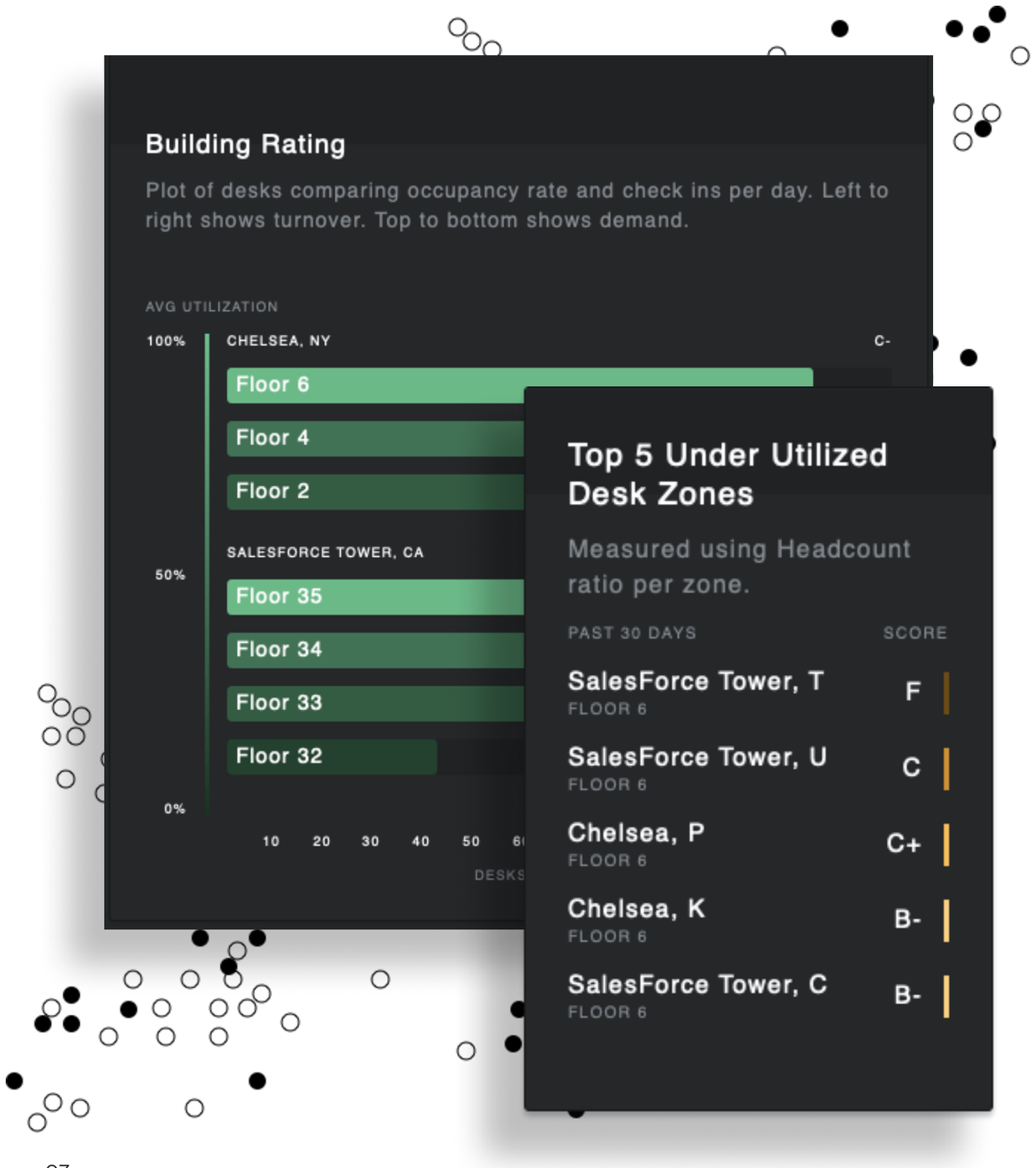
RentJuice

Zillow®

# B2B

Live and dynamic analytics for IOT device management, real estate, construction, office management.

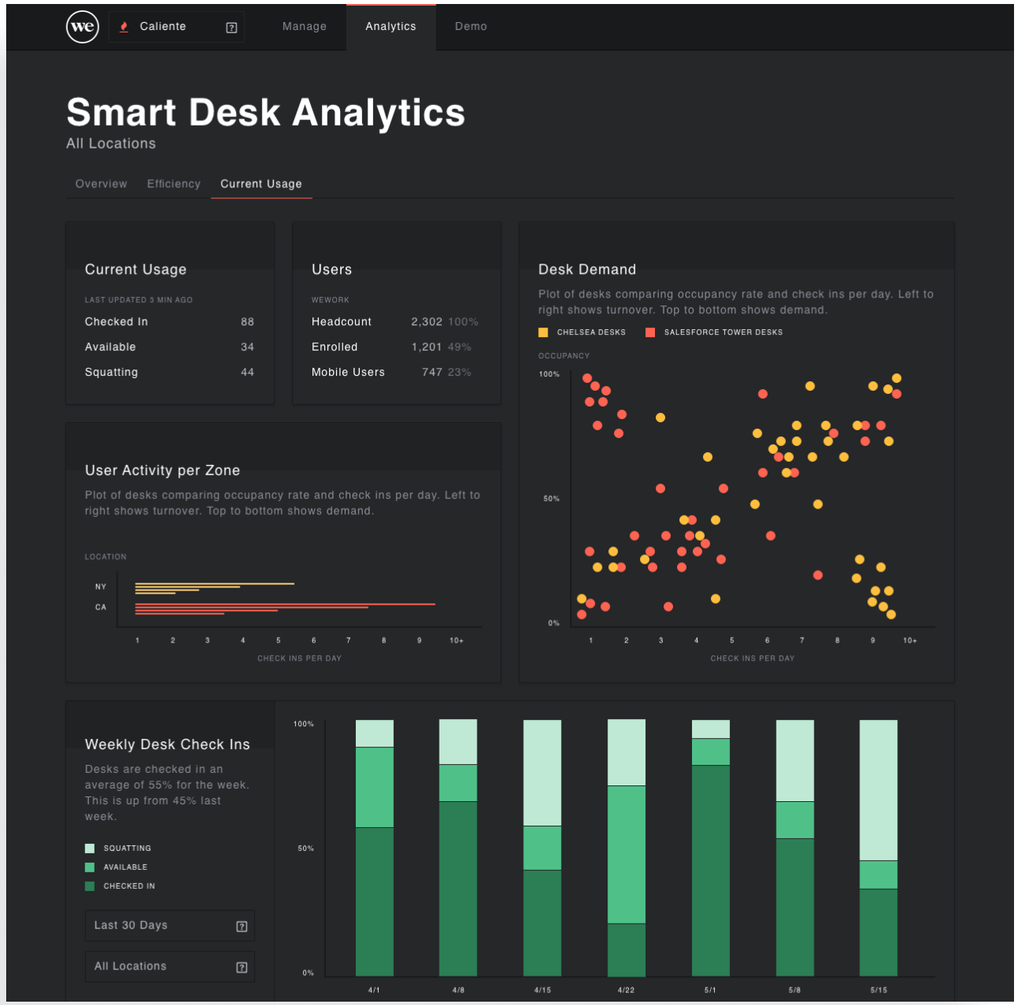
I’ve led teams to build SAAS and internal tool products that empower companies to make informed strategic decisions. At WeWork, for example, location development and delivery products that fueled WeWork’s growth by at least doubling the number of locations each year for the past 4 years. Also, we designed and piloted bookable smart standing desks in less than 1 year that gave real-time analytics into desk utilization and IOT device management.

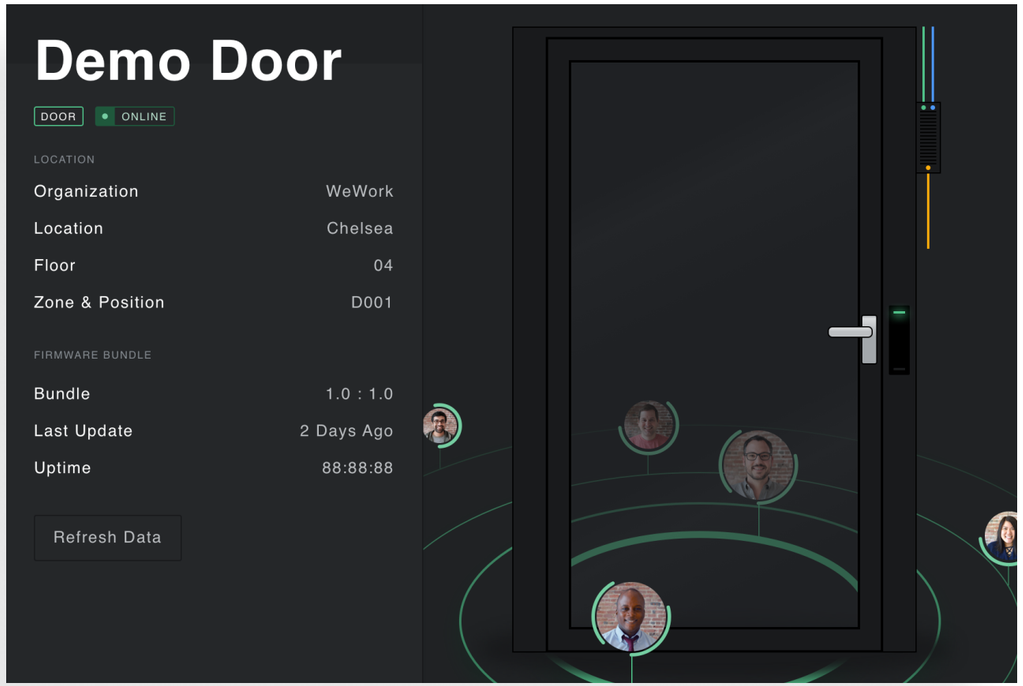


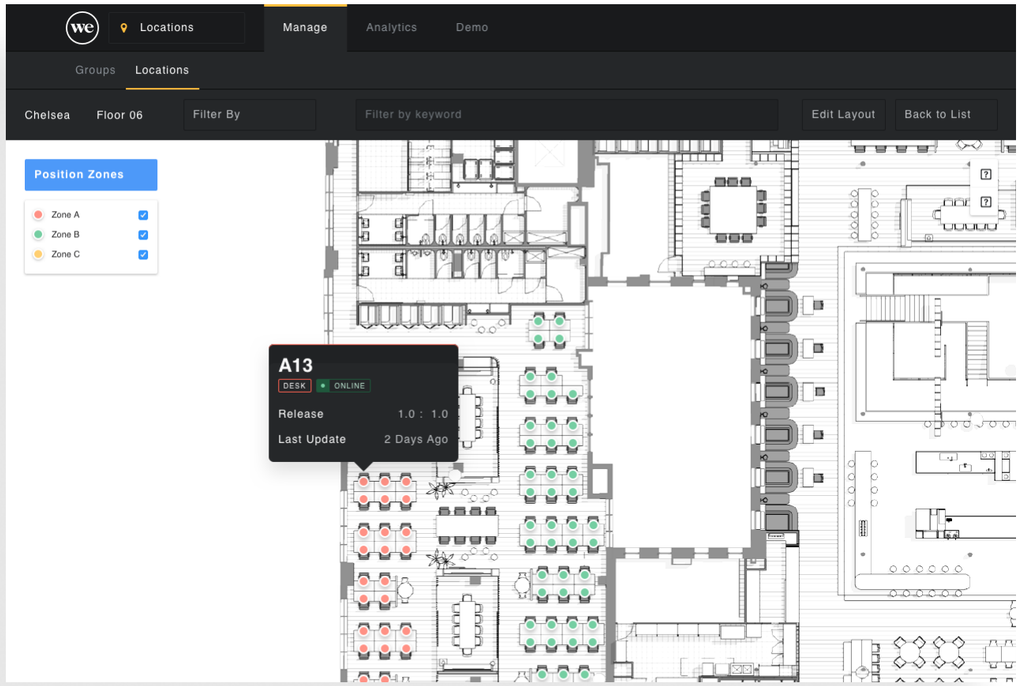
# Sauce

## A device management tool for smart devices at WeWork.

On the Hardware and Innovation Technology team I worked as design lead and project manager. I was responsible for strategizing and conceptualizing a tool for allocating, updating, and researching intelligent devices. Sauce is instrumental in on-boarding new devices, pushing OTA updates, and collecting thousands of data points in real-time, allowing WeWork and enterprise clients the ability to understand historical and real-time office utilization.





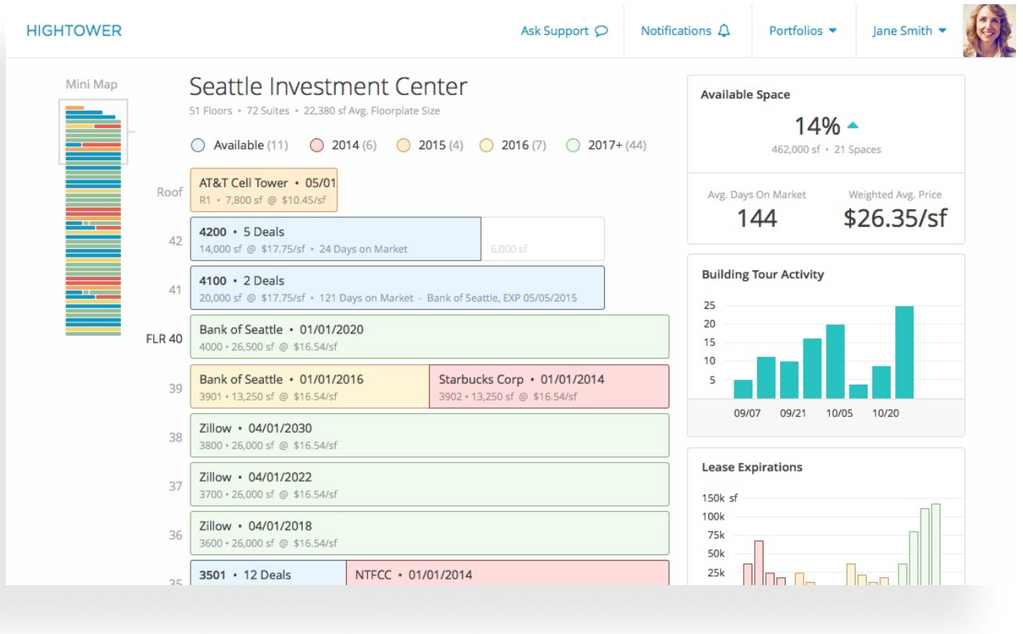




## Live Dynamic Demos

While on the WeWork Hardware and Innovation Technology team we built multiple live status dashboards with visualizations to demonstrate the technology to investors and clients.

## Visualizing Placement & Usage

I designed a tool for quickly allocating smart desks and analyzing office utilization. Allowing the user to allocate a desk in less than 10 seconds.




## Real Estate and Development Insights

As the design director on the WeWork Physical System's team, I guided a cross-functional team to build tools to help manage millions of square feet in development across the worldwide WeWork portfolio.

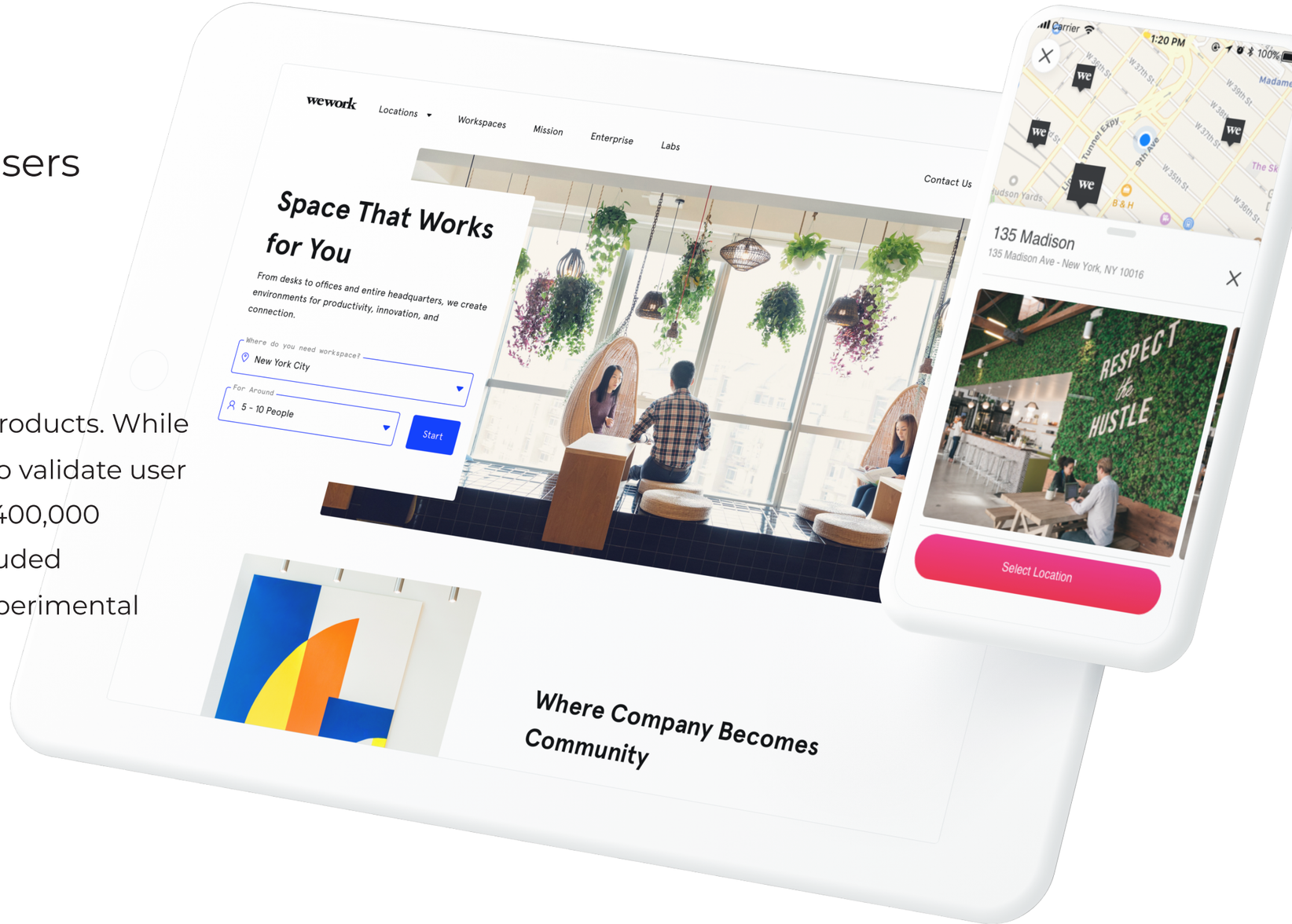
## Floor by Floor Data

At Hightower, I was the lead designer on a tool that visualized our client's tenants using stacking plans. The tool is dynamically fed with lease and building data and it was a first in the industry.

# B2C

Delightful experiences for users across all device sizes and environments.

Being close to users is key to successful products. While at WeWork, I led cross-functional teams to validate user needs and build products for more than 400,000 members across the world. Products included marketing websites, mobile apps, and experimental environmental installations.

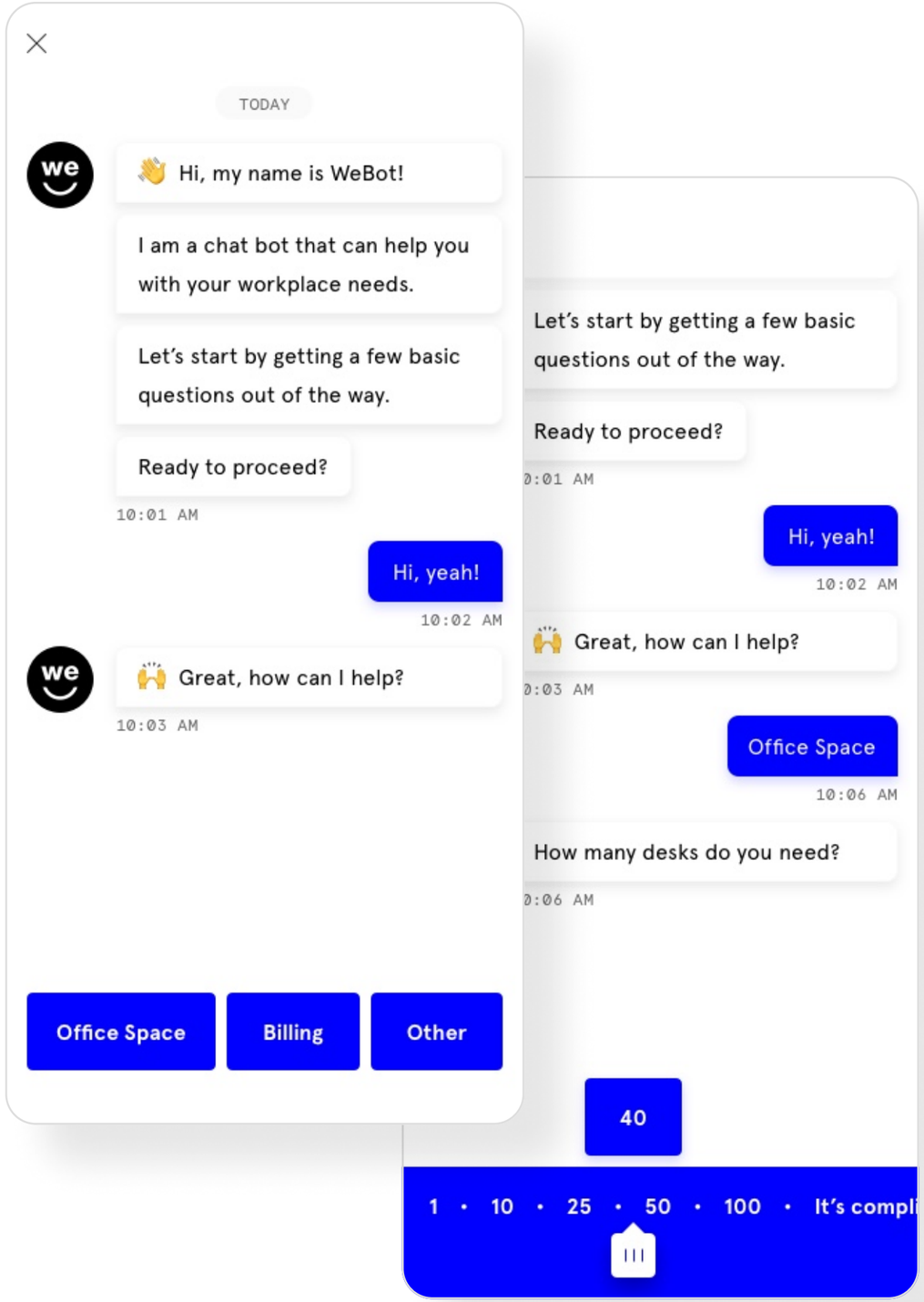


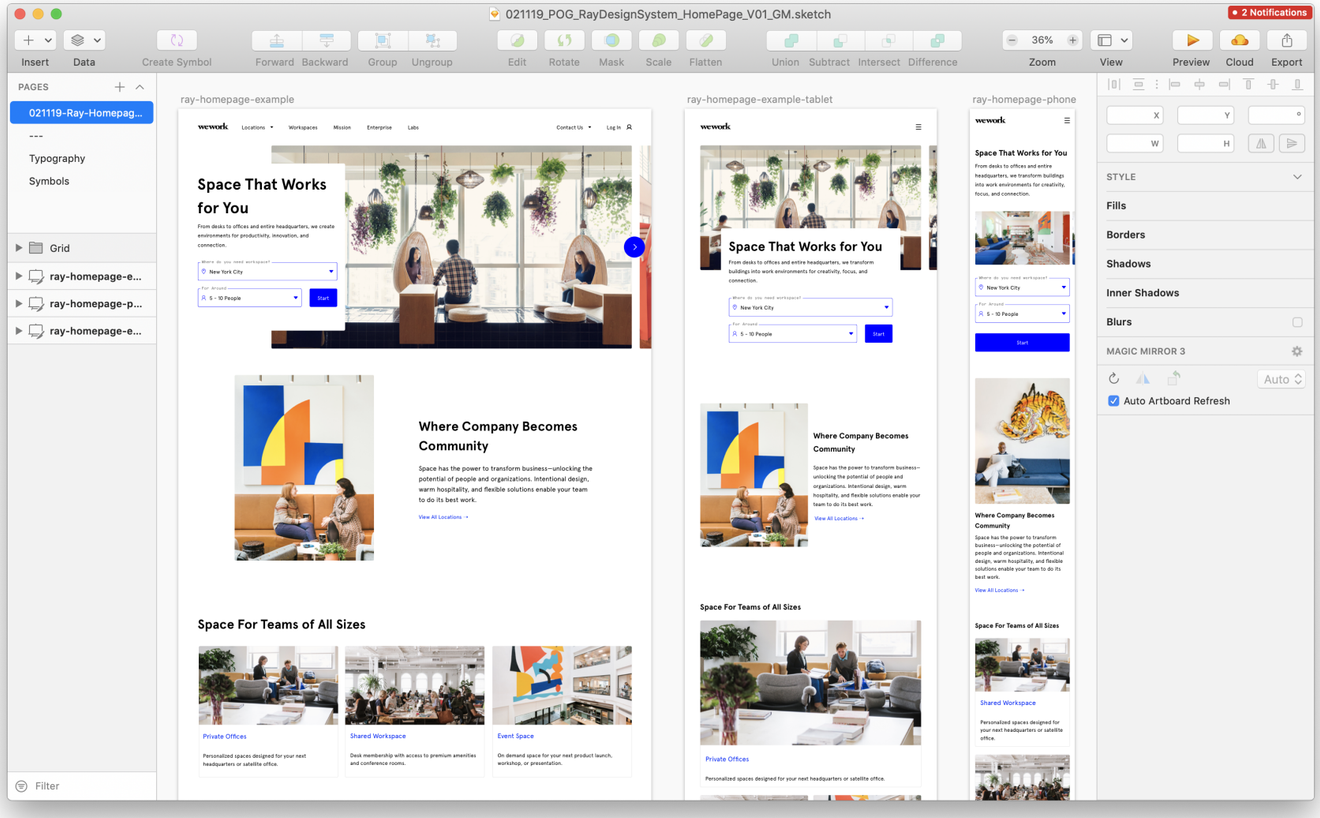
# Validating with Prototypes

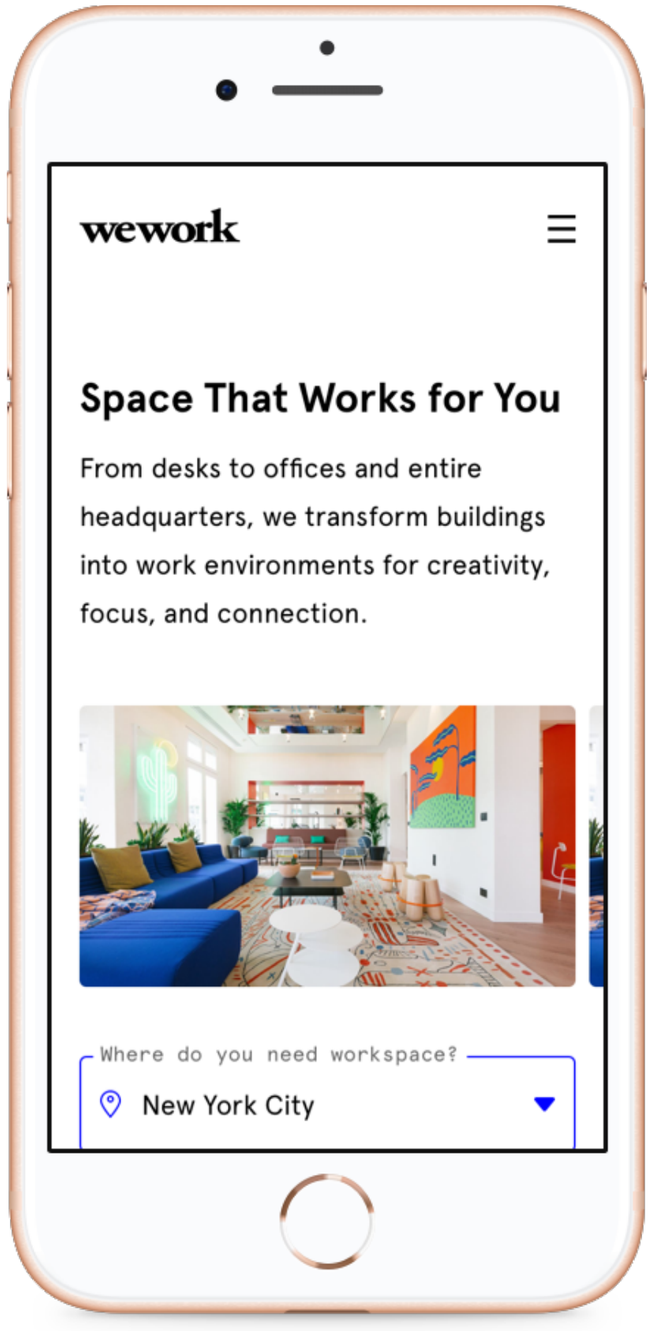
## At WeWork, we built a lot of prototypes to quickly validate ideas.

After running design sprints to gather concepts across engineering, product, design, and beyond, we would often build prototypes to test against our users. One concept was a chatbot which helped users self-onboard, book a room, or expand their space needs..

These small, but valuable tests help guide the product strategy to what ultimately ends up in our members' hands.

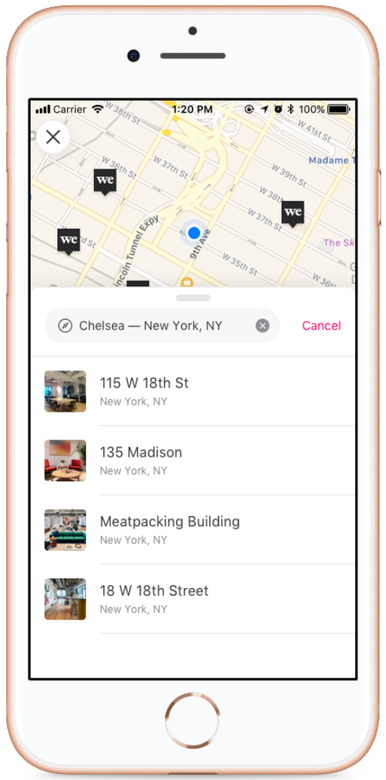


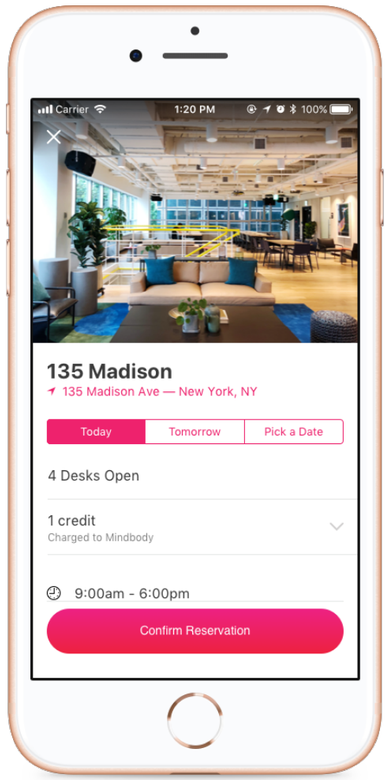


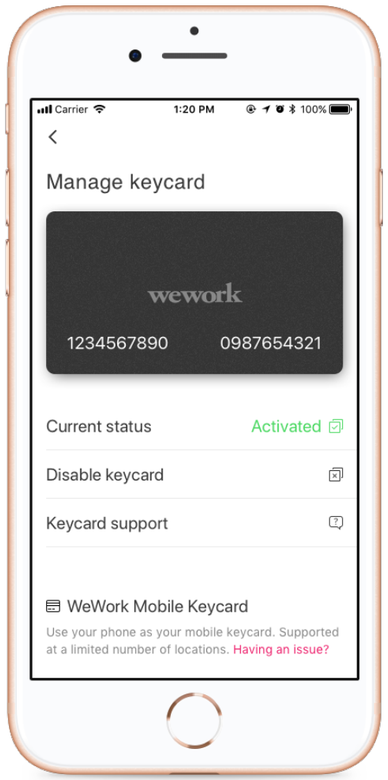




# WeWork.com

I was fortunate to work with many teams during my 3+ years at WeWork. For example, the project shown here is a design system which launched in less than 4 months. I also led audits, redesigns, and coordinated across disciplines.



## iOS & Android Mobile Apps

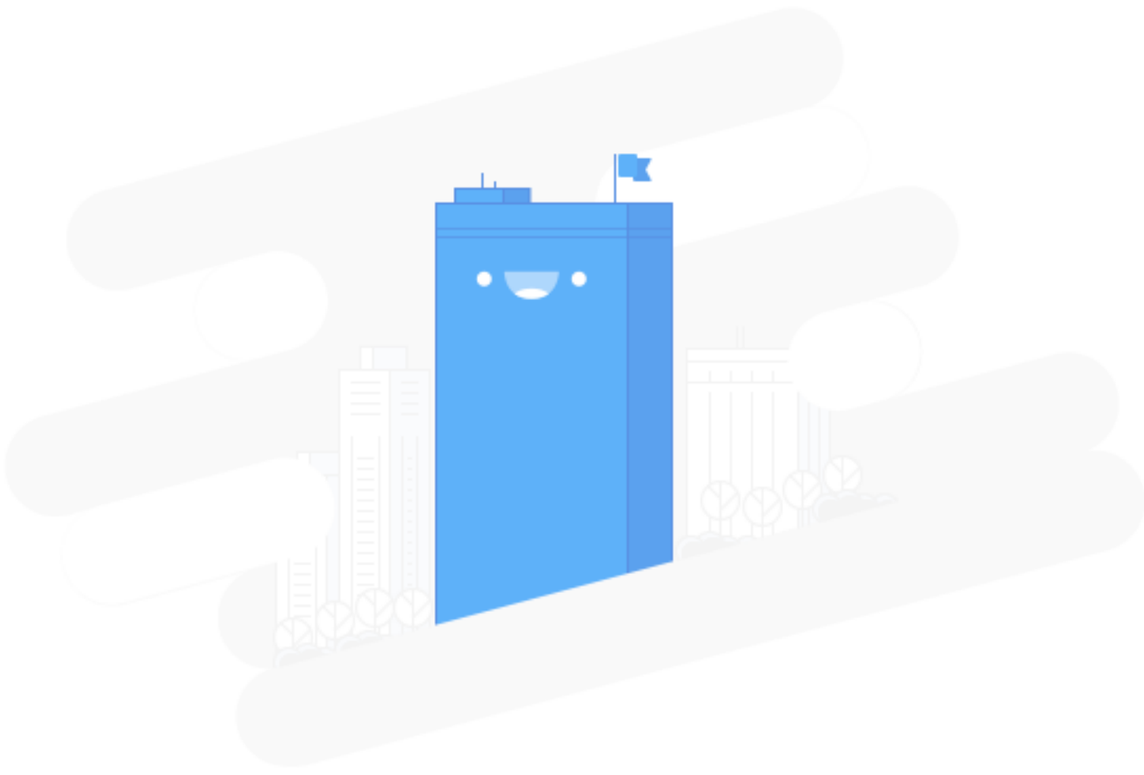
I led a design team focused on the WeWork mobile member app, specifically on member experience. Our team's design enhancements decreased the time to book by more than 40%.

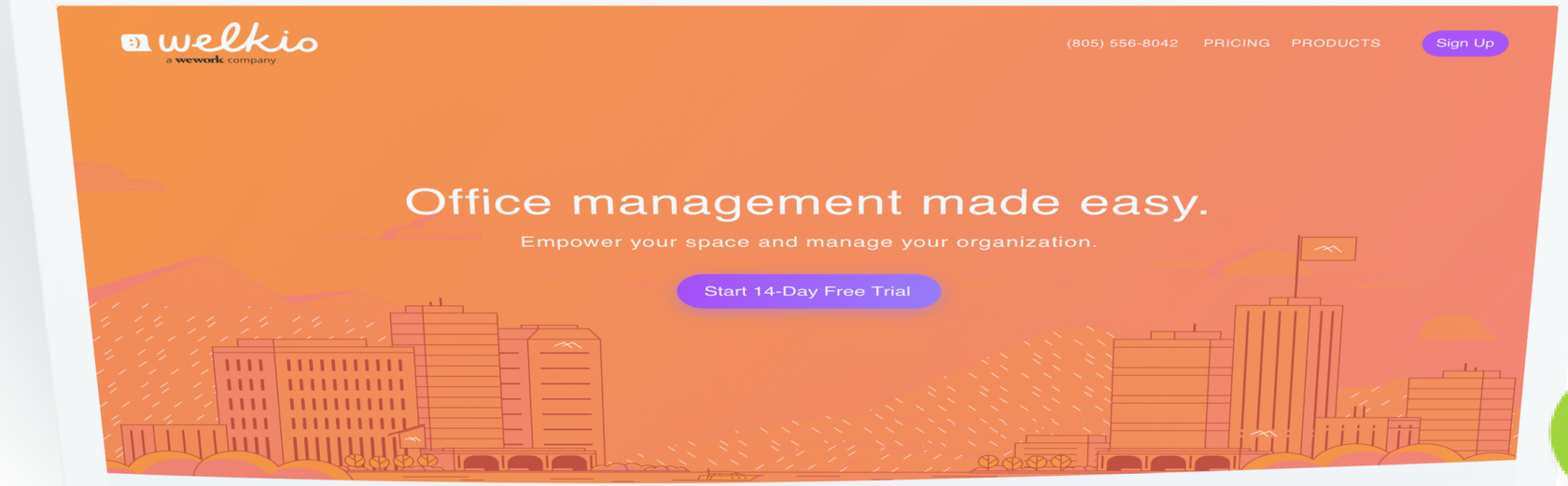
Similarly, keycard registration was a big pain point when onboarding more than 1,000 new members each month. We worked with Kisi to add keyless entry using Bluetooh, creating a more efficient and seamless experience.

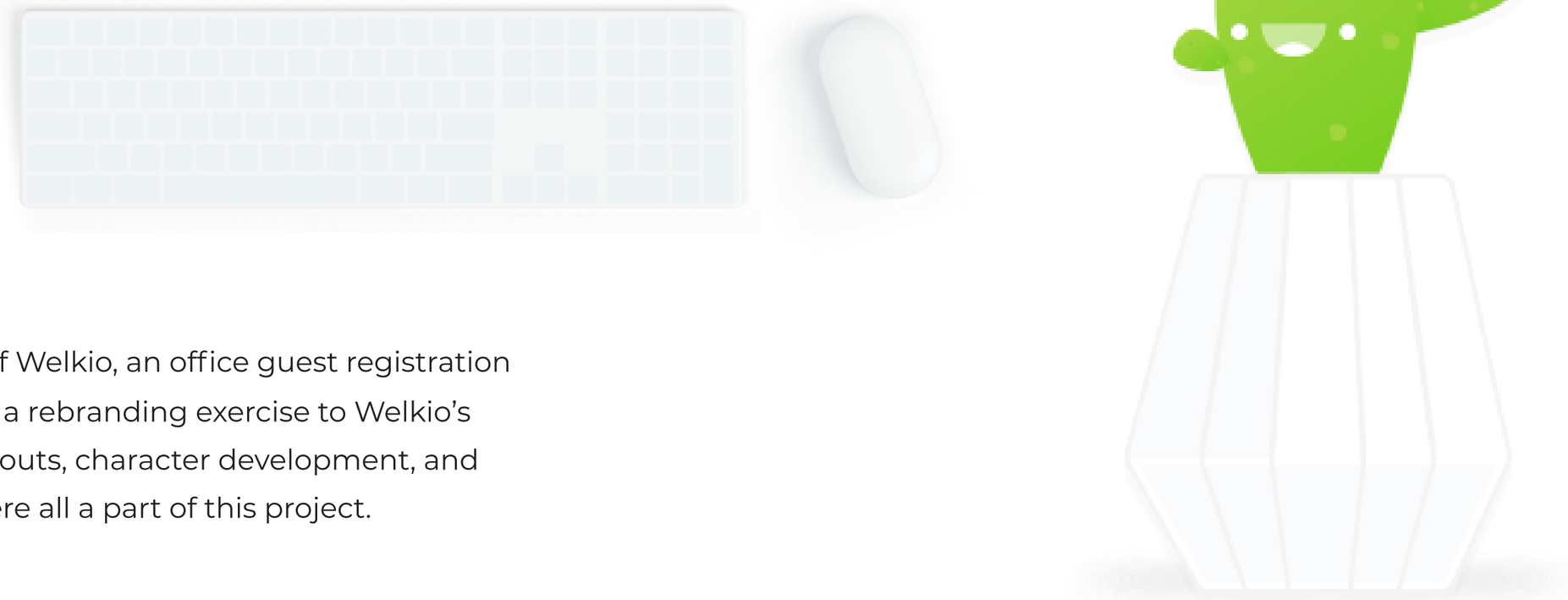
# Identity

## Showcasing products and brands that help tell their story.

While at RentJuice, Chairish, Hightower, and WeWork, I led many identity projects, including a trademarked symbol for identifying bluetooth interaction points.





## Welkio.com

After the acquisition of Welkio, an office guest registration product, I helped lead a rebranding exercise to Welkio's brand identity. Site layouts, character development, and tool reorganization were all a part of this project.

# Identity Markings

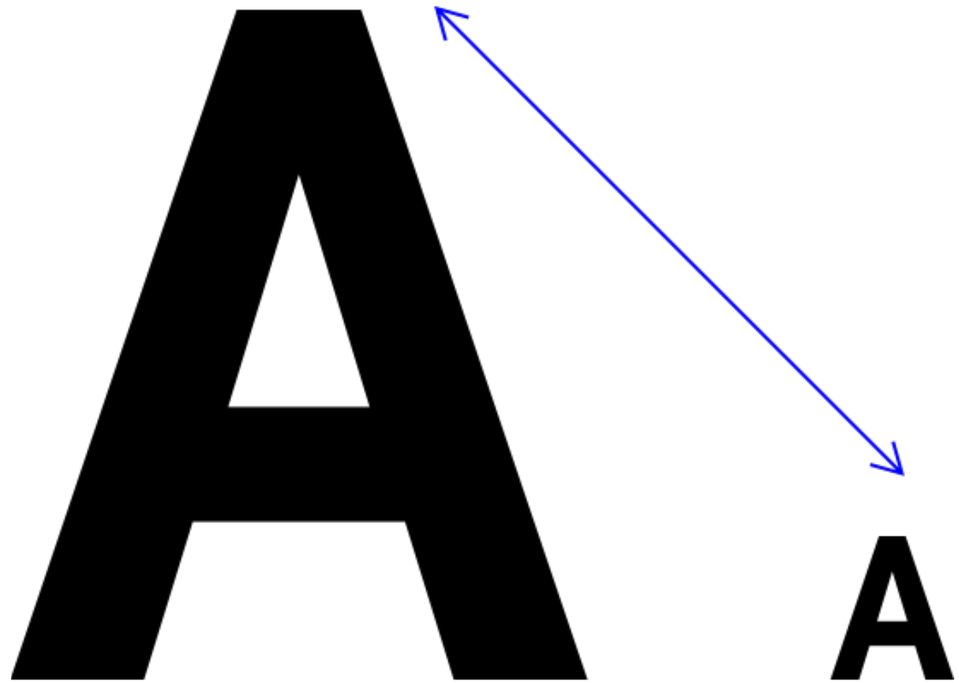
## Designing a unique identifier so people know where to swipe.

While working on a smart desk prototype at WeWork, I was able to trademark an icon for use with our BLE and keycard technology. This mark needed to convey that the user can swipe their credentials to interact with it. This mark could then be applied to many devices across WeWork, WeLive, and more. We built prototypes for smart lockers, doors, desks, and even phone booths.

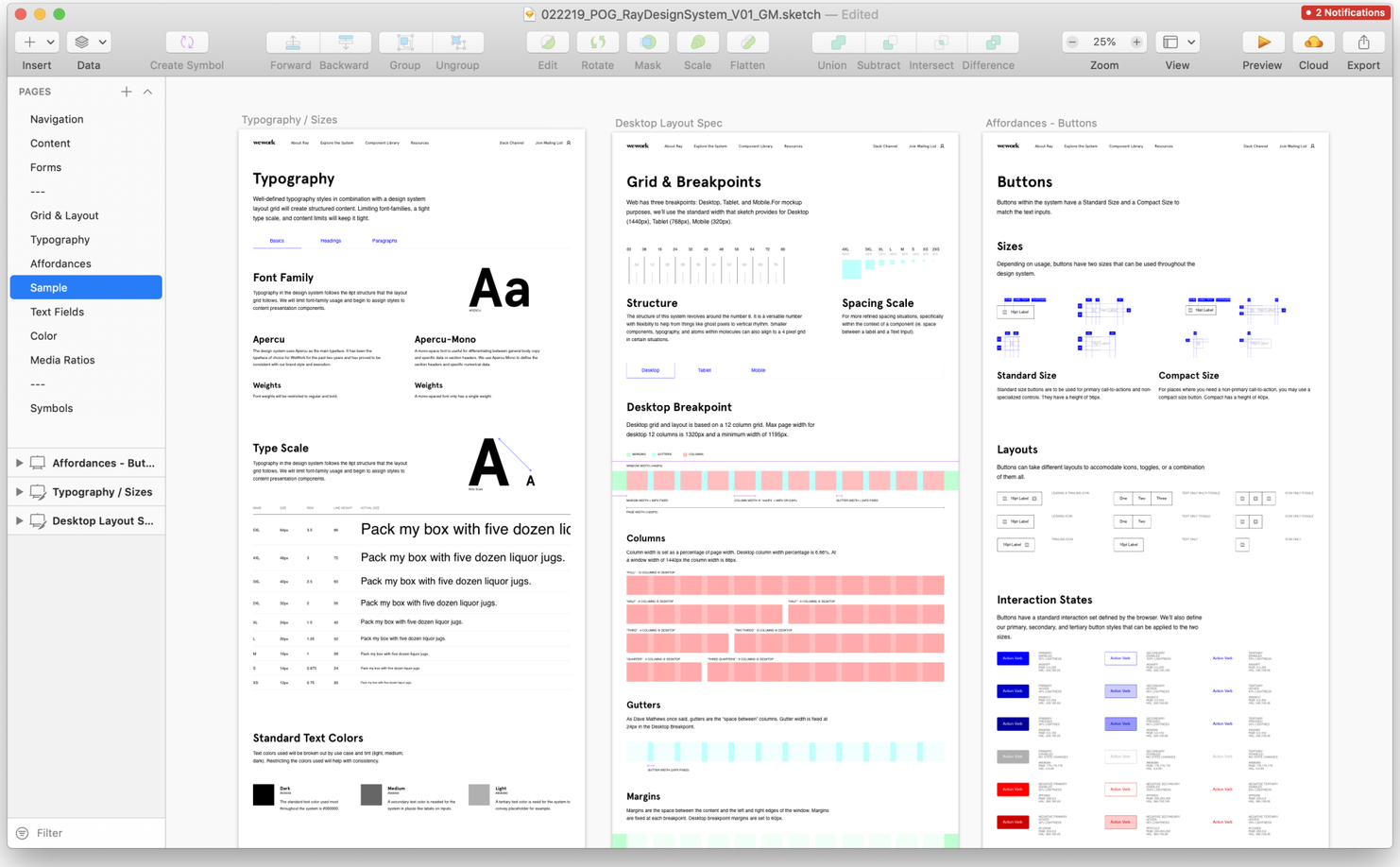
# Systems

Built-to-scale design systems that are easily maintained and communicated across teams.

I’ve built and led multiple teams on constructing, implementing, and communicating design systems across disciplines, using tools like Sketch, Figma, InVision, and GitHub build out robust documentation and working files for easy use.

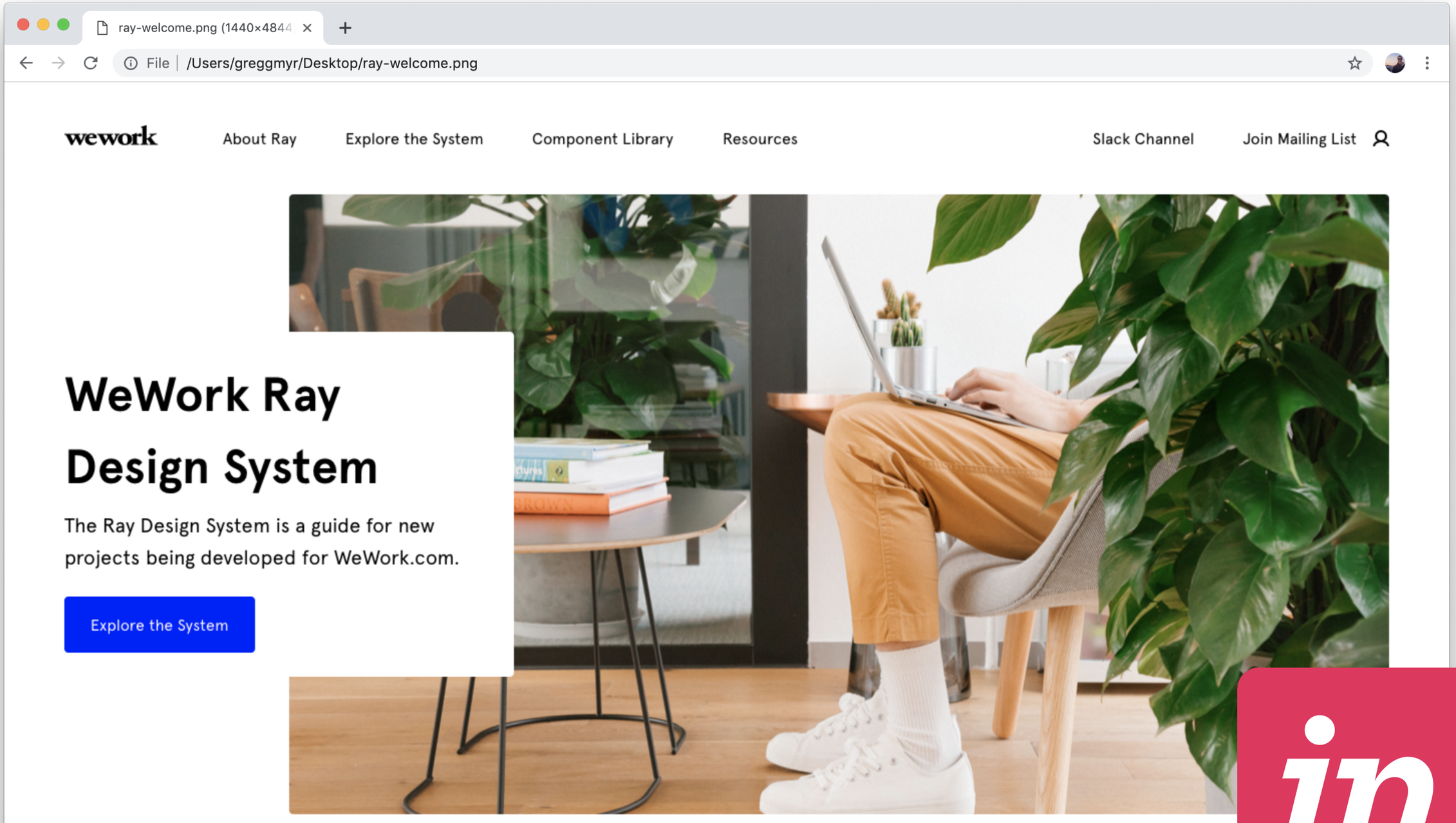



500x Scale




# WeWork Ray Design System

While at WeWork I owned and oversaw the development of the design system that the WeWork.com website ran on. It was a great opportunity to work cross-functionally with engineers, project managers, and visual designers. The project was designed in Sketch and I tracked progress and jobs using InVision and Trello. Using those tools, we were able to ship the new system within 4 months of initial concept.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Design System
The Ray Design System is a guide for new projects being developed for WeWork.com.
Explore the System

# What should we build together?

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