

Garrett Grainger

UX DESIGNER

Greenville, SC

Interaction Designer, BMW Group

Interaction designer in BMW's Innovation & Emerging Technology group. Known for rapid prototyping, strong UI craft, and concept trailers that turn early research into funded, cross-departmental projects.

EXPERIENCE

BMW Group · Interaction Designer & Project Lead

Oct 2023 – Present

Innovation & Emerging Technology. Additional projects under NDA, happy to discuss in interview.

Impossible Battery · AR/VR technician training

2024–2025

Sole designer + PM

Global deployment

Featured by Meta

- Led stakeholder discovery and turned business requirements into scoped tasks for a cross-functional dev team.
- Observed live technician training and mapped the full repair flow step by step as the team's source of truth.
- Designed the core interaction system: virtual toolbox UI, tool-to-part logic, and assembly signifiers, validated in technician usability tests.
- Designed three training modes (Practice, Repair, Troubleshoot) plus a teaching-aid Impossible Mode, with gamified repair orders tracking live labor costs.
- Owned branding, trailers, and stakeholder decks. The department's first project industrialized for global deployment to BMW's EV technicians.

Smart Eyes · AI action detection for plant QA

2025

Sole designer

6 departments

Industrialized

- Led research with tenured end-of-line inspectors to fit the solution passively into their existing workflow.
- Designed the journey for a wearable camera feeding a live inspection model that verifies steps in real time.
- Built the front-end proof of concept in the Density design system and defined confidence criteria with the ML team to prevent false positives.
- Designed a self-service video data processor where narrated recordings are transcribed to auto-label training data.
- Delivered a POC later handed to six departments, each industrializing it for its own production use.

Customer Companion · BMW native app for ChatGPT

2026

Design contributor

Live in ChatGPT DE

- Kicked off the initiative with a pretotype trailer that built early cross-departmental support.
- Prototyped early concepts in the NEO design system before shipping Phase 1 within OpenAI's design system.
- Prototyped in-chat experiences, including a configurator rendering model, trim, and color live in conversation.
- Designed a handoff flow carrying configuration progress into BMW's official configurator.

EARLIER

Freelance · UX/UI Designer

Jan 2023 – Aug 2024

Visual identities and interactive prototypes for early-stage startups and small businesses, including the launched site for Aladdin Mediterranean Cuisine.

BMW x SCADpro · Art Director & UX Lead

Mar – Jun 2023

Directed visual and UX design for speculative interaction concepts in a multidisciplinary studio team, aligned to BMW's brand and product vision.

Deloitte Digital x SCADpro · UX Designer

Jan – Mar 2023

Built a market-ready digital product concept through user research, persona development, and rapid prototyping.

EDUCATION

Savannah College of Art & Design

BFA, User Experience Design

Minor, Graphic Design

Magna cum laude · Dean's List

2019–2023

AWARDS



European Product Design Award

Student Honor · 2024 · Eutopia



International Design Award

Honorable Mention · 2023 · Hushpup



Indigo Design Awards

16 awards · UX / Interface / Product · 2022



Red Dot Design Award

Nomination · 2022 · Hushpup



FLUXathon 24-Hour Challenge

Nomination · 2022

TOOLS

Figma

Figma MCP

Code Connect

Figma Make

Figma Motion

Claude Code

Jira

After Effects

Photoshop

Illustrator

SKILLS

Wireframing

Prototyping

Design systems

AI/ML literacy

Stakeholder mgmt

Video editing

Project mgmt