emma grunebaum

UX/UI DESIGNER

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SUMMARY

Brooklyn-based UX/UI Designer with a people-first, iterative, and results-oriented mindset.

SKILLSET

UX/UI Design
Visual Design
Branding
Competitive Analysis
User Research & Testing
User Stories & Flows
User Personas
Information Architecture
Wireframing
Prototyping
Photography
Storytelling

TECHNICAL

Sketch
Figma
Adobe Creative Suite
Invision
UsabilityHub
Git & Github
HTML & CSS
Javascript

EDUCATION

UX/UI DESIGN APPRENTICESHIP
Bloc | Online | 2018

CERTIFICATE, UX/UI DESIGN
Beginex | New York, NY | 2018

CERTIFICATE, TECHNICAL MARKETING
Startup Institute | New York, NY | 2015

CERTIFICATE, MEDIATION
Mediation Centre | Ontario, Canada | 2010

BACHELOR OF ARTS, PSYCHOLOGY
Pitzer College | Claremont, CA | 2007

WORK EXPERIENCE

FREELANCE UX/UI DESIGNER
New York, NY | 2018-present
Branding, product design, photography

Fully rebranded HORTŪS, a beauty salon in lower Manhattan. Created new logo, labels for custom products, and new e-commerce website.

DIRECTOR OF SALES
MARKETING, SALES, AND COMMUNITY EXECUTIVE
Primary (Live Primary, LLC) | New York, NY | 2016-2017
Coworking space with wellness amenities

Chosen as the company's first executive hire. Promoted to Director of Sales after demonstrating a strong ability to close deals and cultivate a strong community with a mix of established corporate companies (e.g., Pepsi), nonprofits (e.g., Kiva), and early-stage startups.

- Achieved 60% closure on leads and 93% office occupancy leading to a substantial increase in revenue.

PRODUCT MANAGER
babyMed | New York, NY | 2010-2016
One-stop online fertility and pregnancy resource

Developed and led an external team of developers, designers, and writers. Conducted usability testing and used findings to develop a taxonomy structure, content strategy, and full redesign.

- Increased pageviews 650% (to 12 million) and users 400% (to 2.75 million). All traffic was organic.

CASE PLANNER
SCO Family of Services | New York, NY | 2007-2011
Voluntary not-for-profit human service agency.

Managed a caseload of high-risk young men aged 17-21 years-old living in a foster care group home.

RECENT PROJECTS

ASSEMBLE
Responsive web application

Cloud storage application that optimizes how people organize, share, and collaborate on content. Designed with Sketch. Developed desktop and mobile prototype on Invision.

BONBIDS
Redesigned the onboarding process

Gamified fundraising platform. Designed a user-tested, improved onboading process with Figma. Group project part of Beginex.