



emma grunebaum

PRODUCT DESIGNER | BROOKLYN, NY



emmag.design



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## SUMMARY

Designer with a background in psychology, product management, and sales who has a people-first, iterative, and results-oriented mindset.

## DESIGN SKILLS

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

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, logo design, product design, photography*

- HORTŪS: Beauty salon in lower Manhattan. Created new logo, labels for custom products, and new e-commerce website.

### ○ BLOC UX/UI APPRENTICESHIP

Online | 2018-present

*Branding, product design, photography*

Crafted real projects under senior designer mentorship.

- Applied design thinking principles during the design process including empathic interviews, research, ideation, wireframes, prototypes, testing and design iterations.
- Developed user experience design, user interaction design, and front-end development skills.

### ○ 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.