emma grunebaum

UX/UI DESIGNER | BROOKLYN, NY

🌐 emmag.design
📞 917-882-8844
✉ emma.grunebaum@gmail.com

SUMMARY

Detailed UX/UI Designer with frontend development skills and a background in psychology, product management, and sales. My design process is people-first, iterative, and results-oriented.

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 SKILLS

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 | Oct. 2018 - present
Branding, logo design, product design, photography

- HORTŪS: Beauty salon in LES Manhattan. Created new logo and labels for custom products. In process: new e-commerce website.

BLOC UX/UI APPRENTICESHIP
Online | March 2018 - Dec. 2018
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 frontend development skills.

DIRECTOR OF SALES
MARKETING, SALES, AND COMMUNITY EXECUTIVE
Primary (Live Primary, LLC) | New York, NY | Aug. 2016 - Dec. 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 | Sep. 2010 - May 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 | Oct. 2007 - Oct. 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.

- Authored bi-annual Family Assessment and Service Plans (FASP) on each young man by gathering and analyzing information from multiple sources to report on their overall progress and agency efforts towards discharge plan.