

Vanessa Grass

ABOUT ME

I'm a hyper-curious and creative individual, driven to understand the fundamental nature of how we as humans think, behave, and act. My ultimate aim is to blend my background in both art and science to create fun, engaging, and compelling experiences for others.

EDUCATION

Master of Science, Cognitive Neuroscience
City University of New York

Master of Science, Data Science
University of New Haven

Post-Baccalaureate, Interaction Design
Columbia College Chicago

Bachelor of Arts, Biology
University of Rochester

PROFESSIONAL EXPERIENCE

2008 – Present **Freelance & in-house design, branding, and marketing**

Freelance and independent contract consulting for projects across a variety of domains needing high-level creative direction including: branding, marketing and content strategy, as well as copywriting, product and UX design. Previous companies I've worked with include Yahoo, Teespring.com, StyleSeat.com, and Wake.com (acquired by InVision.com).

2019 – 2021 **Graduate student researcher at the City University of New York**

Researched traumatic brain injury, leveraging machine learning and MRI data to predict patient outcomes.

2019 – 2017 **Academic and in-house researcher**

Executed research and development projects at several academic institutions including the Buck Institute for Research on Aging and the Data Institute at the University of San Francisco, as well as at startups such as Wellio (acquired by Kraft Heinz) and Vidora.com.

SKILLS

Research & Development • Writing & Storytelling • Marketing Strategy

Product Design • Branding Identity • Illustration • Videography

EMAIL ME

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