Emma Grunebaum

EXPERIENCE

UX/UI Design Instructor, Brainstation | March 2022 - Present

Lead and mentor 15+ students through a multi-week, project-based UX Design certificate course.

Senior Product Designer, Abound | April 2021 - Present

Founding designer for comprehensive two-sided marketplace that evolved from seed stage to Series B.
- Collaborated with stakeholders, PMs and engineers to conceptualize, research, and produce consumer-facing designs.
- Shipped high-impact projects across multiple teams (e-commerce marketplace, seller tooling, admin CRM, and marketing).
- Shaped the design team's culture, and the process of working collaboratively with engineering.
- Led weekly design critiques.
- Mentored all incoming designers.

UX Product Designer, Abound | April 2019 - April 2021

Company's sole designer for its first 1.5 years. Stood up a two-sided marketplace that launched the fall of 2019.
- Worked closely with the CEO, VP of Product, and engineers to come up with product strategy and vision.
- Led end-to-end discovery and delivery of designs for all features across the platform.
- Overhauled branding and visual design to align with the company's goals.
- Partnered with VP of Product to scale the design team.

UX Product Design Freelancer | March 2018 - April 2019

Led rebranding and website redesign for e-commerce businesses (HORTUS, Bloomerent, BonBids).

Director of Sales, Primary | Aug. 2016 - Dec. 2017

Chosen as the company's first executive hire.

Product Manager, babyMed | Sept. 2010 - May 2016

Developed and led teams of developers, designers, and writers.
- Increased pageviews 650% (to 12 million) and users 400% (to 2.75 million). All traffic was organic.

ABOUT ME

Hi! I'm a senior product designer based in Brooklyn, NY with contagious enthusiasm and a passion for going deep into user needs to bring products users love to life.

SKILLS & TOOLS

User Experience Design
User Interface Design
Product strategy
Competitive analysis
Qualitative research
Usability research
User testing
Prototyping
Color theory
Branding
HTML/CSS
Figma
Sketch
Invision

EDUCATION

Certificate, UX/UI Design & Frontend Development
Bloc | 2019

Certificate, Technical Marketing
Startup Institute | 2015

Bachelor of Arts, Psychology
Pitzer College | 2007

CONTACT

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