

Hi, I'm Grace.

WORK EXPERIENCE

Spotify

Product Designer, May 2016–right now
New York City

Building user experiences, crafting interfaces, and running experiments as a member of the Growth team. Aiming to deliver an accessible, engaging, and lovable consumer product. Presently focused on driving acquisition, activation, and retention of Free users via the web (Spotify.com, Open, and Web Player).

Warby Parker

User Experience Designer, Oct 2014–May 2016
New York City

Worked on a cross-functional Product team to enhance the eyewear brand's digital experience and help make finding the perfect specs fun, friction-free, and feel-good. Contributed to projects ranging across web, native, retail, R&D, and internal systems. Coordinated usability testing across the organization.

General Assembly

Teaching Assistant, Intro to UX Design, Jul–Oct 2015
New York City

Organized course materials, facilitated exercises, and supported students over the course of a 12-week intensive. Also graded lots of assignments.

R/GA

Senior Experience Designer, Jun 2011–Oct 2014
New York City

Concepted, designed, consulted, and delivered interaction design across platforms. Specialization in mobile (web, iOS, Android) and social. Primary clients: L'Oreal Paris, Tiffany & Co., Logitech, JCPenney, and Equinox.

Bearded Studio

Design Intern, Summer 2010
Pittsburgh, PA

Worked with an incredibly talented, independent shop to assist with asset production, digital, and print work. Design included site mockups, IA, logos, and QA.

Anthropologie

Display Design Intern, Summer 2010
Pittsburgh, PA

Collaborated with a design team of four to conceptualize, construct, and install numerous store displays. Created dynamic retail spaces from unique and reclaimed materials. Learned how to use power tools like a boss.

DROP A LINE

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grace-larosa.com

EDUCATION

Carnegie Mellon University
BFA, May 2011

Major in Communication Design
Minor in Business Administration

SAVVY WITH

Sketch
Adobe CS
Prototyping (from low to hi-fi)
Wireframing
User Experience Design
Interaction Design
User Interface Design
Information Architecture
Usability Testing
User Research
Responsive Web Design
iOS Design
UX Writing
Agile Workflows
A/B Testing
Design Systems
Product Strategy
Design Thinking Methodologies

WORTH A MENTION

Academic and College Honors
Dean's Scholar, 2008–2011
Animal Award for Motion Graphics
Girls Who Code Guest Presenter, 2013