

# Grace H. Song

DESIGN • ILLUSTRATION

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818 • 271 • 8285

## EXPERIENCE

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### Practice Fusion

San Francisco, CA

*Senior Product Designer*

12/2013 - Present

Collaborated with cross functional teams to prioritize, design, and implement features under the highly regulatory healthcare space. Lead initiative to document, develop, and evolve offline/online component and pattern library that contributed to product consistency and improved process between design and development. Provided visual design expertise across product teams and created internal/external digital and print materials. Contributed designs and illustrations for brand strategy and rebranding project.

### Freelance

San Francisco, CA

*Designer/Illustrator*

09/2010 - Present

Consulted with various clients on projects ranging from logo design, illustrations, asset preparation, and graphic design.

### Lunchbox

Culver City, CA

*Interactive Designer*

09/2010 - 11/2013

Developed marketing strategies, concepts, and designs for e-commerce brand experience through Walmart.com for major brands: Disney, Hasbro, Lego, LG, Lucas Arts, Marvel, Mattel, Unilever, Walmart. Collaborated closely with account managers, clients, and engineers to deliver web, mobile, and print designs. Managed and mentored team of freelance and junior designers.

### Patch Studio

Somerville, MA

*Intern*

09/2010 - 11/2013

Collaborated closely with studio founders on brand and product development. Created concepts, designs, and products for Johnny Cupcakes. Painted three murals in studio space. Cataloged and sourced artists, illustrators, and designers.

## EDUCATION

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### Boston University

Boston, MA

*College of Communication*

2006 - 2010

B.S. In Communication, Concentration in Advertising

Cum Laude

## SKILLS

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- Wireframing
- Prototyping
- Design/UI patterns
- Design system development
- Component/styleguide owner
- Information architecture
- Persona development
- User interviews/testing
- Mixpanel plan development
- Illustration
- Marketing/Branding
- Digital/Print design

## PROGRAMS

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- Sketch
- Adobe Creative Cloud
- Zeplin
- Invision
- Keynote/Powerpoint
- Microsoft Office