# Emma Grunebaum
## Senior Product Designer

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917-882-8844

## (Most) Relevant Work Experience

### Senior Product Designer | Sprout Social

SEPTEMBER 2022 - PRESENT,  REMOTE

I led design in the new Customer Care product, delivering user-centered solutions from discovery to delivery to improve enterprise workflows.

Through user research and data, I identified pain points and opportunities, designing features that contributed to a **56% increase in case adoption**—the core of customer care—and supported major sales deals, driving a **25% increase in MRR** within a year. I also designed Sprout's first generative AI feature that **reduced response times by 24%** and **saved customers $132K** annually.

I leveraged research and competitive analysis to make data-driven decisions and crafted intuitive copy to enhance usability. Collaborating cross-functionally, I aligned design strategy with business goals, championed accessible frameworks, and ensured alignment by regularly presenting work and gathering feedback.

### Senior Product Designer | Abound

APRIL 2021 - JULY 2022,  NEW YORK, NY

I contributed to scaling Abound's two-sided marketplace from **seed stage to Series B**, growing the **user base from 50 to over 70,000 brands.** I owned end-to-end designs for e-commerce, seller tools, and CRM features, balancing user needs with business goals. I mentored designers, fostered a collaborative team culture, and ensured stakeholder alignment by presenting concepts, articulating rationale, and incorporating feedback.

### Product Designer | Abound

APRIL 2019 - APRIL 2021,  NEW YORK, NY

As **Abound's founding designer**, I built the foundational design for its two-sided marketplace, creating intuitive workflows and features aligned with user needs and business goals. I led user research, competitive analysis, and a rebranding effort that drove scalable growth and strengthened market positioning. Regularly presenting design solutions to leadership, I ensured alignment and refined approaches based on feedback.

## About Me

👋 I'm a growth-driven product designer with 10+ years of experience creating user-centered solutions that balance business goals with user needs. Rooted in a growth mindset, empathy, curiosity, and creativity, I leverage research and insights to design intuitive, impactful experiences that scale within larger ecosystems. I thrive in collaborative environments, bringing energy and enthusiasm to every project while crafting solutions that integrate seamlessly into workflows, enhance efficiency, and deliver measurable impact.

## Skills

**Design:** UX/UI design, Design systems, Wireframing, Prototyping, Content writing, Accessibility (A11Y), Journey mapping, Interaction design

**Research:** User research, Usability testing, Competitive analysis, Qualitative & Quantitative research

**Tools:** Figma (advanced capabilities), Jira, FullStory, Mixpanel, UserTesting, Gong, Atlassian, Pendo, HTML/CSS

## Current Hobbies

Pottery, Woodwork, Trapeze, Mentoring

## Education

Certificate, UX/UI Design & Frontend Development | Bloc

Bachelor of Arts, Psychology | Pitzer College (5C Consortium)

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## (Most) Relevant Work Experience Continued...

### Lead UX/UI Instructor  |  Brainstation

MARCH 2022 - PRESENT,  NEW YORK, NY & REMOTE

I **mentor aspiring designers** through a project-based curriculum in user research, prototyping, and design thinking, guiding them to create portfolio-ready work while fostering growth and honing their ability to articulate rationale and incorporate feedback.

### Director of Sales  |  Primary

AUGUST 2016 - DECEMBER 2017,  NEW YORK, NY

As the first executive hire, I **scaled sales operations, achieving a 60% lead closure rate and 93% occupancy**, surpassing revenue targets. I led tours, negotiated high-value agreements, optimized sales processes, and fostered community engagement through events. I also managed performance tracking, financial documentation, and team training to ensure smooth operations and strategic alignment.

### Product Manager  |  babyMed

SEPTEMBER 2010 - MAY 2016,  NEW YORK, NY

I managed cross-functional teams and led a site redesign as part of initiatives that drove a **650% increase in pageviews (12M)** and **400% increase in users (2.75M).** I leveraged both qualitative and quantitative insights to optimize the user experience, implementing SEO strategies that drove scalable growth.

## Hear It From My Colleagues

**Product Design Manager, Sprout Social:**

"Emma led the design of complex, end-to-end workflows for a critical area of our product, demonstrating not only her design expertise but also her ability to tackle multifaceted challenges. She conducted thorough competitive analysis, led insightful user research studies, and explored multiple design directions to solve difficult problems. The high-fidelity design solutions she created were both elegant and effective, addressing user needs while aligning with business goals.

Beyond her technical skills, Emma brings an infectious positivity and energy to every team she works with. She has a sharp eye for detail, not leaving any aspect of her design unaccounted for"

**Sr. Engineer, Sprout Social:**

"Emma is an incredible designer...She's sharp, communicative, and her designs are impeccable. She has a masterful understanding of product design and finds elegant opportunities to improve user experience that I never would've noticed. Emma is a natural leader but has a joyful, down-to-earth personality which makes her an absolute pleasure to work with. She's passionate, deeply thoughtful, and a quintessential member of any team she's been a part of.11/10 would recommend!"

**Sr. Product Designer, Sprout Social:**

"Emma is naturally growth minded and wasn't satisfied with designing a great feature that our customers wouldn't find or know how to use. She put together a data-driven story to help her PM and Engineering partners see the value of creating shortcuts to value and simple onboarding around this feature."