

# Lindsey Grande

PRODUCT & BRAND DESIGNER

I'm a Senior Product Designer with over 10 years of experience. I've helped brands & startups solve problems and create impact with design for millions of users worldwide.

## Work Experience

### Senior Product Designer

Mindset by DIVE Studios

April 2022 - Present

Los Angeles, California, USA

Responsible for the entire design process, and involved in the product cycle end-to-end. Designing and growing a wellness app for a highly engaged audience of passionate users. Established design processes and built a Design System all within the first 3 months. Works closely with Product & Engineering as an avid contributor and collaborator.

### Director Of Design

Goodwall

January 2018 - November 2021

Geneva, Switzerland

Led a team of Product & Communication Designers to oversee all of Goodwall's design efforts. Worked with all departments from Product, Engineering, Marketing, and Business Development. Also a major Individual Contributor for Product Design.

- Grew users from 1M to 2M+ in 150+ countries worldwide, \$1.5M+ in scholarships, 5M+ jobs & internships.
- Launched Challenges: 85% incr. in application opens, 283% incr. in post engagements, 50% incr. in post creations
- Launched Company Profiles & sponsored challenges, empowering the business development team to work with brands like Samsung, Red Bull, Expo 2020, Monster, and Unilever
- Total funding raised from 2015-2021 is \$15M

### Product & Brand Designer

Goodwall

April 2015 - January 2018

Geneva, Switzerland

Worked on all aspects of Goodwall's design from product design, brand design, marketing communications as Goodwall's most senior designer.

- Pioneered Gamification which grew users from 300k to 1M+, increased engagement, and new programs like the Ambassador Program.

### Lead Designer

Babylist

January 2011 - January 2015

Oakland, California, USA

Responsible for all design from UI/UX, web design, to graphic design at BabyList. Designed and launched app together with tech founder.

- By early 2015, total gifts reserved reached \$8M per month, signups were 3x more compared to previous year.
- Total funding raised from 2011-2013 is \$700k

Other Skills: Entrepreneurial, Stakeholder Management, Cross-functional Work/Teams, Remote Work (10 years experience), Collaborative, Project Management



hello@lindseygrande.com

 [My Portfolio](#)

 [LinkedIn](#)

## Skills

Product Design

UI/UX Design

Interaction Design

Mobile Design (iOS/Android)

Prototyping

Visual Design

User Research

Design Thinking

Design Systems

Design Leadership

HTML, CSS, JS, PHP

## Tools & Applications

Figma

Sketch

Adobe XD

Invision

Zeplin

Webflow

Wordpress

## Education

**Bachelor of Fine Arts,  
Major in Advertising**

2007 - 2011

University of Santo Tomas

Cum Laude, Consistent

Dean's Lister, Thesis of the

Year Award

**Google UX Design  
Professional Certificate**

Foundations of UX Design

UX Design Process

UX Research & Testing

Wireframing & Prototyping

Responsive Web Design