Grace LaRosa is a product designer

The New York Times

Product Design Lead • March 2020–present • NYC

Leading the end-to-end design of new ventures at the intersection of product and editorial, focusing on audio, creative formats, and subscription growth.

The Wing

Director of Product Design • September 2018–February 2020 • NYC

Ignoring the extremely ~~start-up~~ job title, I was The Wing's first in-house product design hire. My focus was structuring, scaling, and nurturing the function from the ground up, while simultaneously serving as a lead contributor, people manager, and liason to our C-suite and investors.

Spotify

Product Designer • May 2016–September 2018 • NYC

As part of this Swedish music machine, I spent most of my time leading product design within the growth and consumer-facing side of the product. This translated to a boatload of A/B testing, the development of new value propositions like Spotify Kids, and a strong lens on streaming to support use cases and infrastructure within emerging markets.

Warby Parker

User Experience Designer • October 2014–May 2016 • NYC

At Warby, the goal was to create e-commerce and retail experiences that made finding the perfect specs friction-free and feel-good. I spent my time designing and iterating on optimizations, new features, and R&D vision tech, while also owning coordination, facilitation, and synthesis of user research for digital products.

R/GA

Senior Experience Designer • June 2011–October 2014 • NYC

When part of a digital agency, I was fortunate enough to work across long-term accounts, new business pitches, and as a design consultant in a mobile-focused horizontal capability. I shaped the user experience across web, iOS, and Android, primarily embedding with L'Oreal Paris, Tiffany & Co., Logitech, and Equinox.

Say hi

graceolarosa@gmail.com
grace-larosa.com
(347) 907-0681

Education

Carnegie Mellon University
2007 – 2011
BFA Communication Design,
Minor in Business

Great with

Figma, Sketch, Adobe CS
Prototyping
Wireframing
User Experience Design
Interaction Design
User Interface Design
Information Architecture
Design Systems
Product Strategy
A/B Testing
Facilitation and Workshops
Design Management
Team and Org Design
Hiring
Usability Testing
Evaluative Research
UX Writing