

# Kaela Gruenwald • Creative Designer

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Seasoned Visual Designer with 10 years of experience, adept in UX/UI design and leading creative teams. Expertise in web design, print layout, motion graphics, and brand development, with a proven track record. Seeking to leverage design proficiency and strategic vision in a Visual Designer role.

## PROFESSIONAL EXPERIENCE

### General Motors - Lead UI/ UX Visual Designer

Advanced software & digital technologies for custom in-vehicle experiences; 05/2022-2024

- Created specification files in Axure & Figma and designed Graphical User Interfaces using Sketch & Figma for 5 brands, managing 16 component libraries and 2 design systems.
- Cross-collaborated with Software, Product, and Leadership to lead the design of user interfaces on all Buick domains as the Lead UX Designer.
- Played a key role in a software-wide design system cleanup, ensuring accurate asset linkage and documentation across 35+ in-vehicle applications and 5 brands with component libraries.
- Creating CX assets/marketing materials and aligning these assets with customer needs and expectations, businesses can ensure consistency, improve satisfaction, and build long-term loyalty.

### Media Genesis - Senior Lead Creative Designer

Digital Solutions in tandem with dynamic campaign solutions; 11/2018-04/2022

- Led the creative team in delivering design projects, ensuring strategic alignment and quality execution across various mediums including web, print, and motion graphics.
- Conducted regular project reviews and provided constructive feedback, maintaining open communication with including web, print, and motion graphics.
- Developed original designs tailored to client specifications and brand identity, demonstrating expertise in visual communication and design principles.

### BNP Media - Jr. Art Director

Publishing editorial design on a weekly national magazine; 11/2014-04/2016

- Developed and executed layout designs for articles, ensuring a cohesive visual narrative in collaboration with editorial staff.
- Edited and optimized photographic content to enhance visual storytelling within the publication.
- Prepared and packaged page files for printing, maintaining effective communication with production managers to meet publication deadlines.

## EDUCATION

Central Michigan University

Bachelor of Fine Arts • June 2014

Minor in the History of Art

## DESIGN APPROACH

- Focus on users' needs, goals, and behaviors throughout the design process.
- Enhance user experience with subtle animations or transitions that guide users and provide meaningful feedback.
- Design with empathy to evoke positive emotions and connect with users.
- Ensure design decisions align with business goals while meeting user needs.

Minimize the number of steps to complete tasks (reduce cognitive load).

## SKILLS

Webflow • Adobe Creative Suite • Acrobat Pro • Invision • Mailchimp • MS PowerPoint • MS Office • Mac Osx • Windows • Web Design • Print Layout • Identity • Photography • Motion Graphics • Video Editing • Custom Illustrations • Figma • Invision • Team Lead • Mentorship • Project Management