

Kaela Gruenwald • Creative Designer

kaelagruenwald@gmail.com | (810) 358-8165 | Oak Park, MI

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 for the Themes App, enhancing driver interaction and ultimately increasing user satisfaction.
- 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.
- Developed strategic concepts by benchmarking industry standards across Chevy, Corvette, GMC, Cadillac, and Buick. This resulted in 12 unique design iterations that enhanced the documentation process and significantly improved team collaboration on design projects.

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

- Designing how users interact with the product, focusing on ease of use and intuitiveness.
- Setting team OKRs aligned with business goals and customer outcomes
- Facilitating collaboration across functions and silos, ensuring stakeholder alignment and engagement
- Creating and enforcing shared design principles, standards, terminology, and documentation
- Developing conceptual models and structuring information architecture.

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