



Ethan Grove

Product Designer

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Skills

UX Design

UI Design

Interaction Design

Service Design

Product Strategy

Information Architecture

Visual Design

Component Libraries

Wireframing

Prototyping

Design Documentation

User Research

Usability Testing

Data Analysis

Tools

Figma

Sketch

Adobe Creative Suite

Miro

Invision

Keynote

Microsoft Office

Extracurriculars

Branding & Identity

Animation

Web Design

Failing NFT projects

Fitness & Sports

EXPERIENCE

Mar 2023
Present

PRODUCT DESIGNER

Hudl, Lincoln, NE (Remote)

More to come soon!

Mar 2022
Dec 2022
10mo

PRODUCT DESIGNER

Demandwell, Indianapolis, IN

- Led the creation of a new design system while mentoring a junior designer
- Collaborated with stakeholders to ideate and deliver on features to increase ARR
- Redesigned existing features & flows to increase product stickiness & adoption
- Tested designs by observing data before & after launch to measure success

Sep 2021
Mar 2022
7mo

PRODUCT DESIGNER IN RESIDENCE

High Alpha, Indianapolis, IN

- Product design position working with ~10 designers in an agency environment
- Assisted 2 companies in a 6-month period to help them GTM & scale efficiently
- Collaborated with CEOs, CTOs and other stakeholders on creating MVPs
- Attended cross company Sprint weeks to ideate and create new startups

Mar 2020
Sep 2021
1yr 7mo

PRODUCT DESIGNER

Upper Hand, Indianapolis, IN

- UX research & exploration on existing user problems in key task areas
- Creating wireframes & user flows for collaborative problem-solving
- Final product & system design for two separate applications
- Oversee development & conduct acceptance testing on features

Dec 2019
Nov 2020
1yr

PRODUCT MARKETER

Upper Hand, Indianapolis, IN

- Defined launch strategies for new features/products being developed
- Differentiated products in the market through effective positioning & messaging
- Drafted presentations & training materials to obtain stakeholder buy in
- Created various visuals & technical write-ups to communicate to stakeholders

EDUCATION

Aug 2020
Feb 2021
6mo

GENERAL ASSEMBLY UX DESIGN COURSE

Course providing a comprehensive foundation equipping students with the context, tools and practice required for successful UX design.

Aug 2012
May 2016
4yrs

GRACE COLLEGE

Bachelors of Science Double Major in Graphic Design and Illustration with a Minor in Marketing