

Hello My Name is GENEVIEVE

✦ Visionary and empathetic visual designer with **10+ years of experience** leading design systems, elevating brand aesthetics, and crafting pixel-perfect digital experiences. Known for combining bold visual storytelling with human-centered design to deliver accessible, elegant, and emotionally resonant solutions. A collaborative design leader who mentors teams, sets visual direction, and advocates for beauty, simplicity, and strategic impact in every screen.



EDUCATION

UNIVERSITY OF WISCONSIN - STOUT

Bachelor of Arts: Graphic Design
& Photography



SKILLS

✦ AI & CONVERSATIONAL DESIGN

Conversational AI • Natural Language Interaction
• AI Personalization • Machine Learning UX •
Automation

✦ BEHAVIORAL RESEARCH & INSIGHTS

User Testing • Behavioral Analysis • Research
Synthesis • Evidence-Based Frameworks •
Competitive Analysis

✦ CORE COMPETENCIES

UX Design • UX Architecture • Visual Design •
Human-Centered Design • Design Systems •
Scalable Component Workflows • Visual
Storytelling • Motion & Micro-Interactions

✦ TECHNICAL TOOLS

Figma • Adobe Creative Suite • Miro • InVision •
Prototyping Tools • AI Integration • Testing
Software

✦ LEADERSHIP & STRATEGY

Design Mentorship • Stakeholder Alignment •
Cross-Functional Leadership • Design Critique •
Visual Direction Setting



EXPERIENCE

✦ **INGENIO** (AI & Media) Senior Product Designer (2023 – Present)

- Increased daily user retention by 15% through personalized, Gen Z-focused wellness experiences powered by AI behavior mapping and visual UX enhancements.
- Defined visual direction for AI-driven tools, blending scalable systems with emotionally intelligent aesthetics.
- Partnered with PM and engineering to launch 3 new AI products in under 6 months, increasing session completion by 20%.
- Mentored junior designers, instilling high design standards and confidence through critique and guidance.
- Evolved design system with AI personalization, supporting customizable and human-like interactions.

✦ **INGENIO** (Keen Product) Senior UX Researcher & Designer (2022 – 2023)

- Conducted in-depth behavioral research, aligning product vision with user expectations and increasing feature adoption.
- Established frameworks for continuous testing and iteration, improving product engagement metrics across 2 core experiences.
- Presented insights to executives, influencing product strategy and roadmap.
- Built a centralized design library that improved design efficiency across pods by 30%.

✦ **LOLO HEALTH** Director of UX Design (2021 – 2023)

- Unified brand and design standards across 3 platforms, accelerating development timelines by 25% and reducing onboarding time for new designers by 40%.
- Created compelling visual narratives for investor presentations, contributing to successful funding rounds.
- Directed discovery and research to shape new healthcare products that improved self-service usage by 18%.
- Fostered a culture of design excellence through mentoring and critique.

Continued ►►►



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gruebelhall.com



gsfunfactory.com



EXPERIENCE

✦ I'm out here making bold eyewear choices and questionable roller-skating decisions a couple of times a week. Also, I share my home with a very large, very drooly Saint Bernard named Larry. He's basically a sentient throw pillow with opinions.

✦ U.S. BANK

✦ Lead UX Designer (2020 – 2021)

- Delivered pixel-perfect, polished designs for banking experiences that improved task completion by 22%.
- Scaled design libraries across teams, increasing alignment and reducing redundant work by 35%.
- Led stakeholder workshops to align vision and ensure user-first product decisions.

✦ HORIZONTAL INTEGRATION

✦ Senior UX Designer (2019 – 2020)

- Conducted stakeholder and user interviews to uncover behavior insights for multi-product design.
- Validated design hypotheses through prototyping and testing, improving feature performance pre-launch.
- Produced competitive analysis to support design decisions for enterprise clients.

✦ REVEL HEALTH

✦ Senior UX Designer (2017 – 2019)

- Improved healthcare experience task flows, increasing member engagement by 30%.
- Led usability testing and synthesized findings into actionable product iterations.
- Translated complex workflows into intuitive UI designs for SaaS products.

✦ INSITE SOFTWARE

✦ Senior UX Designer (2016 – 2017)

- Boosted enterprise sales team efficiency by 25% through intuitive tools based on user feedback.
- Delivered high-fidelity prototypes that supported client presentations and strategic pitches.

✦ STORYWORKS

✦ Senior UX Designer (2014 – 2016)

- Designed B2B and B2C products that increased market visibility by 20%.
- Mentored junior designers and managed multiple project timelines with creative leadership.

✦ NORTHSTAR BALLOONS

✦ Senior Product Designer & Illustrator (2011 – 2014)

- Designed whimsical, trend-forward balloon collections with national distribution.
- Balanced creative output with technical production needs.

✦ IPHOUSE

✦ Graphic Designer (2009 – 2011)

- Produced branded digital and print materials to support web hosting services.
- Collaborated with marketing and product teams to align design strategies.

