Heather Grates
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Experience

**Product Design Lead
at Waymark**
Jul 2022–Present
Remote

Lead product designer on our first-of-it's-kind Community Health Worker patient management product, Lighthouse. Responsible for product strategy and design, research and insight analysis, and establishment of design culture, Product process, and PDE collaboration across diverse teams.

**Director of Product Design
at Bright Live**
Jan 2021–Jul 2022
Remote

Built the Product Design team, culture, process, and constantly pushed for fantastic user experiences. Managed and mentored two designers, directed creation of our design system, co-led a rebrand, designed and directed all products 0-1 including: Discovery, Creator Studio, and Session Experience.

**Senior Product Designer
at Pinterest**
July 2018–Jan 2021
San Francisco, CA

Design Lead for Creator Platform focusing on Creator Profile and Business Hub, led design for Pinterest's business-focused Verified Merchant Program, re-designed the business-onboarding experience, design for Messages and Sharing, and vision work for Collaborative Boards.

**UX Designer
at Google**
Jan 2018–Jul 2018
Mountain View, CA

Responsible for creating and maintaining cohesive user experiences as Google Cloud's expansive product offering moved under one domain. Created a functional, component-based, and sharable design system to support the merge and did prototyping, user testing, and light PM work.

**Product Designer
at Collective Health**
Jul 2015–Jan 2018
San Francisco, CA

User research, product strategy, UX, UI and visual design, prototyping, user testing, and collaborating with engineering to enable successful product launches. Worked on products for members, HR teams, and internal operational teams.

**Visual Designer
at Stamen**
Jan 2014–Jul 2015
San Francisco, CA

Data visualization, UI, UX, branding, web and mobile design, data-art installation design, book design, client presentations. Clients included Hearst Corporation, Dalai Lama Foundation, Dr. Paul Ekman, Instagram, Samsung, University of Richmond, California Healthcare Foundation, Internet.org, and The Nature Conservancy.

Education Highlights

Art Center College of Design
May 2010–Dec 2013
Pasadena, CA

Bachelor of Fine Arts in Graphic Design with a DesignMatters Concentration. Graduated with Honors.

**Graduate Media Design Fellowship
at Art Center College of Design**
May 2012–Apr 2013
Pasadena, CA / Kampala, Uganda

Partnership with UNICEF Innovation Labs in Uganda. In-depth ethnographic and design research for thesis projects. Focused on NGO roles in female entrepreneurship in Uganda.

**DesignMatters Sponsored
Trans-Disciplinary Studio**
Jan 2012–May 2012
Pasadena, CA

Collaboration with the UNFPA and Art Center College of Design. "We Are Youth" campaign for gender equality in education. Tasks included team leadership, branding and print design.

Skills & Superpowers

Product Design · Product Strategy · Interaction Design · UI/UX · Service Design · Design Systems · Visual Design · Information Architecture · Prototyping · User Research · Branding · Typography · Print and Editorial Design

People management & mentorship · Empathy · Empathy-building · Communication · Process & collaboration · Organizational Design · Trust, relationships, & culture-building

Figma · Sketch · Illustrator · Miro · Lucidchart · Adobe Creative Suite · Keynote