



HEATHER GRATES

heathergrates.com

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EXPERIENCE

HEAD OF DESIGN

Waymark Care

Jul 2022–Nov 2024

Remote

Led a small but mighty team of Product Designers and Researchers focused on our collaborative care patient management tool, Lighthouse. Responsible for product strategy & planning, research efforts, UI/UX, evolution of the team, and creating new methods for collaboration across teams with diverse expertise.

**DIRECTOR OF
PRODUCT DESIGN**

Bright Live

Jan 2021–Jul 2022

Remote

Built the Product Design team, culture, and processes, always ensuring fantastic user experiences for our Creators and Audiences. Managed and mentored two designers, directed creation of our design system, co-led a rebrand, designed/directed all products including: Discovery & Booking, Creator Studio, and the Sessions Experience.

**SENIOR PRODUCT
DESIGNER**

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

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 product management work.

PRODUCT DESIGNER

Collective Health

Jul 2015–Jan 2018

San Francisco, CA

UX/UI, visual design, prototyping, user research, user testing, product strategy, and collaboration with cross-functional partners to enable successful product launches. Products included a patented Claims Engine, Open Enrollment portal, Patient portal, and Collective Health's first Design Language System.

VISUAL DESIGNER

Stamen Design

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 Dalai Lama Foundation, Dr. Paul Ekman, Instagram, Hearst Corporation, Samsung, University of Richmond, California Healthcare Foundation, Internet.org, and The Nature Conservancy.

GRAPHIC DESIGNER

Internship at Room to Read

May 2013–Aug 2013

San Francisco, CA

Multiple infographics for external and internal use, campaign branding and website design for Booktober, email communication designs for donors.

**EDUCATION
HIGHLIGHTS**

**ART CENTER
COLLEGE OF DESIGN**

May 2010–Dec 2013

Pasadena, CA

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

Dean's Scholarship, portfolio scholarship, and Graduated with Honors.

**GRADUATE MEDIA
DESIGN FELLOWSHIP**

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
TDS STUDIO**

Art Center College of Design

Jan 2012–May 2012

Pasadena, CA

Art Center Trans-disciplinary Studio collaboration with the United Nations Population Fund (UNFPA) "We Are Youth" campaign for gender equality in education. Tasks included team leadership, branding and print design.

SKILLS

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

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

Figma · Adobe Creative Suite · Google Workplace · Keynote · LucidChart · SketchUp