















Linda Grant

CREATIVE DIRECTOR
UX/UI DESIGNER











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expertise

-  Adobe XD
-  Adobe Photoshop
-  Adobe InDesign
-  Adobe Illustrator
-  Adobe Dimension
-  Adobe After Effects
-  Adobe Lightroom
-  Adobe Creative Cloud
-  HTML5 and CSS editing
-  Microsoft Office

skills

-  UX and UI Design
-  Data visualization
-  Innovation
-  Research and analytics
-  Collaboration
-  Critical thinking
-  Problem solving
-  Visual storytelling
-  Curiosity and lifelong learner
-  Wireframing and prototyping

career profile

Experienced creative professional with 15 years of expertise crafting elegant, user-centered, forward-thinking omnichannel digital experiences that create an emotional connection, and build brand loyalty. As the design leader, I played a pivotal role in creating, from the ground up, a brand system and story that transformed the customer experience and outperformed an initial growth projection by 400% (\$3 million) in less than 12 months. This initiative emerged as the primary driver in revenue growth.

career highlights

- Conceptualized, led, and executed creative on a category-disruptive digital marketing campaign that drove \$6M in revenue growth (+60%) over a two-year period in HMR's direct-to-consumer channel. Leveraged customer insights to craft a persona-targeted omnichannel experience, which encompassed innovative creative, optimized landing pages, and an enhanced digital user journey.
- Led creative vision, strategy, and execution of brand-transforming creative campaign that resulted in a 22% increase in website traffic and a 14% growth in year-over-year transaction revenue. This campaign delivered a uniquely ownable look, differentiating the brand in a highly competitive landscape.
- Conceptualized, designed, and implemented an interactive personal assessment tool that delivered real time personalized feedback, yielding an impressive 68% subscription rate and a conversion rate 50% higher than any other lead source. These results informed user flow optimizations, effectively driving more customers into the tool increasing overall conversions.

work experience

Creative Director & UX/UI Design Lead

HMR Weight Management Corporation / Jan 2015–Dec 2022

As brand builder and shaper, I focused on delivering user-centered, storytelling-rich, and empathy-based creative designs and experiences that elevated brand loyalty. I collaborated closely with cross-functional teams to develop strategies that aligned with overall performance goals, and translated insights and data into actionable user experiences that effectively addressed complex problems and delivered tangible results. I guided and motivated a team of designers, fostering a collaborative, innovative environment that inspired and empowered individuals to surpass creative boundaries.

- Enhanced e-commerce conversion rates with successive improvements of 140% and 135%. Results were achieved by employing design thinking and analyzing both qualitative and quantitative research to guide a redesign and subsequent optimization of the end-to-end user journey.
- Developed a comprehensive design system that brought consistency, efficiency, and scalability while maintaining a cohesive brand identity across all touch points.
- Identified challenges proactively, employing design thinking methodologies to strategically enhance the customers learning mission, ensuring the seamless delivery of desired information precisely when it was most relevant.
- Strategized, developed, and implemented a modular email design and messaging system, enhancing the creative team's efficiency and effectiveness. This system was designed with a focus on facilitating A/B testing and optimization, ensuring a streamlined approach to email campaigns.
- Managed and mentored design team to execute thoughtful, on-brand deliverables, while meeting deadlines. Established a team mission that fostered creativity and innovation while guiding the team to think beyond the pixels.
- Created and orchestrated a comprehensive in-house creative agency, driving end-to-end conceptualization and flawless execution of diverse deliverables, spanning photography, advertisements, videos, emails, social media content, and more.

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Education

Bachelor of Science Industrial Engineering and Operataions Research

University of Massachusetts, Amherst

- Worked collaboratively and iteratively with internal stakeholders and agency to deliver omnichannel marketing campaigns that moved beyond just selling products to elevate the connection with our customers.
- Provided art direction for captivating photoshoots encompassing a spectrum of subjects, including food, packaging, recipes, models, and testimonials.
- Improved program compliance and user experience through the creation of a program companion app for iOS and Android. As the primary UX designer and sole UI designer, I followed a robust design process to build a successful MVP. Designed features such as weight loss tracking, goal setting, intuitive data visualizations, and daily user tips.
- Conducted comprehensive user research to drive optimization efforts and gain deep insights into user behaviors and preferences, resulting in data-driven recommendations for enhanced user experiences.
- Developed and launched initiatives that enhanced customer loyalty and satisfaction resulting in a 30% increase in life-time value and a 70+ NPS score.
- Optimized and delivered design innovation across all aspects of the creative process, consistently elevating user experiences and driving impactful results.

Senior UX/UI Designer

HMR Weight Management Corporation / Jan 2010–Dec 2014

As the UX/UI design lead, I used my deep understanding of user-centered design principles to create all end-to-end digital experiences. My responsibilities included analyzing user research, developing design concepts, wireframing, prototyping, and delivering high-fidelity designs.

- Led successful rebrand of HMR's visual identity to align with the company's passionate, customer-focused mission, including UX/UI for all website and digital assets, oversight of new packaging, and all print materials.
- Partnered with researchers, writers, and IT to re-imagine the digital customer experience to align with user-centered design principles and best practices.
- Led design and art direction for all major initiatives and marketing campaigns, from conceptual direction and stakeholder engagement, to design critique and final execution.
- Provide mentorship to design team to deliver high-quality experiences.

Graphic Designer

HMR Weight Management Corporation / Jan 2007–Dec 2009

- Created designs for all media types that communicated ideas that inspired, informed and captivated consumers.

Product Manager and Data Analyst

HMR Weight Management Corporation / Jan 1996–Dec 2006

- Managed all aspects of HMR's Risk Factor Management tool.
- Analyzed client data and presented findings to both external and internal stakeholders in a clear and concise visual format.
- Key contributor and coauthor on 40+ published studies/abstracts.
- Designed and presented large format posters of complex obesity data at global conferences.



let's make great things together!