Grace Furst

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gracefurst.design

SKILLS

UX Design
UI Design
Visual Design
Design Systems
Design Thinking
User Research
Prototyping
Wireframing
Information Architecture
Designing with AI

PROCESS & METHODS

End-to-End Product Design
User-Centered Design (UCD)
Usability Testing
A/B Testing
Accessibility (WCAG)
Responsive Design
Agile / Scrum

TOOLS

Figma
V0
Marvin
Jira
June
Notion
Webflow

EDUCATION

Southern Methodist University
GPA: 3.9/4.0 (top 5%)
BBA – Business Management
BFA – Dance Performance

CERTIFICATIONS

Google - Coursera
UX Design Process: Empathize, Define, and Ideate

Senior Product Designer Map My Customers

Feb 2023 - Present │ Remote │ Denver, CO

MMC is a light-weight mapping CRM web and mobile app for sales teams.

- Designed cross-platform interfaces (iOS, Android, Web) using Figma and iterative testing, driving 253% DAU growth, 172% increase in power users, and 26.5% boost in stickiness across features I've worked on

- Developed and implemented MMC's first design system using Figma and Storybook, standardizing UI components across web/mobile apps and reducing design-developer handoff time by 30%

- Led end-to-end UX process for 20+ core features including user interviews, journey mapping, and usability testing to inform high-impact design decisions

- Earned promotion to Senior Product Designer in under 2 years and began mentoring junior designers on design systems, research, and product strategy

UX Designer Freelance

Jan 2021 - Feb 2023 │ Remote │ Boulder, CO

As a freelancer, I create designs for SaaS startups, small businesses, and design agencies on a project-to-project basis.

- Delivered product and web UX from concept to high-fidelity using Figma and Adobe XD; created user stories, flows, wireframes, and prototypes that supported 10+ successful website launches

- Executed 15+ mobile-optimized designs using responsive grids and UX best practices, achieving an average 34% bounce rate reduction across SaaS and e-commerce sites

- Achieved a 92% referral rate by consistently exceeding client expectations with fast turnarounds, clean UI, and strategic UX aligned with business goals for brands like Method and OnboardOps

Web Designer MOKA Graphics

Jan 2021 - Jul 2022 │ Remote │ New York, NY

MOKA Graphics is a design agency that offers branding, website, and social media services to B2B and B2C businesses.

- Collaborated with 25+ B2B and B2C clients to deliver branded websites, guides, and marketing assets using tools like Wordpress, Figma, Illustrator, and Canva

- Created an interactive lead intake form for a B2C client using Wix website builder and custom logic, improving lead tracking and increasing conversion follow-ups by 40%

- Co-developed custom WordPress websites directly with the agency owner, balancing client goals with responsive UI and SEO best practices to deliver high-converting, brand-aligned sites