

Ben Greve

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grevedesign.com

Product designer specialized in consumer experiences and growth design.

Instacart • Senior Product Designer

2018 - Present

Worked on core consumer and growth teams for Instacart's grocery delivery service.

- Designed growth tests contributing to significant increase in weekly activations.
- Designed features across consumer product (all platforms), including work on Storefront, Pickup, membership programs, and our design system 'Snacks'.

Hugo • Lead Product Designer

2016 - 2018

Primary designer at an early stage SaaS startup.

- UI/UX design for web and mobile app.
- Led product strategy and roadmapping, with large contributions to core feature decisions, onboarding optimization, and growth strategy.

Google • Design & Developer Support Specialist (TVC)

2014 - 2016

Designer for the Google Apps Script developer platform and community.

- Provided design consultations for 700+ Add-ons in the Google Apps Marketplace.
- Reached 20m+ monthly active users for "Add-ons" segment (up 13x).

Instit 3D • UI/UX Designer

2013 - 2014

Designer for a 3D printing marketplace and printing service.

- UI/UX design for desktop web, email templates, promotional content.
- Performed user research and usability testing.

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Columbia University • Post-Baccalaureate (Cognitive Psychology)

2012

New York University • B.A. Individualized Studies (Photography & Philosophy)

2007

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Skills

Interaction design • Visual design • Prototyping • Product strategy • Copywriting • Web development