

GRACE JONAS

SENIOR BRAND & PRODUCT DESIGNER | BRAND SYSTEMS & PRODUCT EXPERIENCES

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Philadelphia, PA

SUMMARY

Senior brand and product designer with 5+ years creating in-app experiences and campaign systems across MeetMe, Tagged, Skout, and Growlr, with 8+ years across brand and visual design. I lead day-to-day design, mentor junior designers, and take campaigns from concept to launch. Most recently, The Cookout drove week-over-week revenue lifts of **24% on MeetMe, 43% on Skout, and 50% on Tagged**.

EXPERIENCE

PARSHIPMEET GROUP

Senior Brand Designer | December 2020 - Present | New Hope, PA

- Lead brand and product design across MeetMe, Tagged, Skout, and Growlr, creating in-app experiences, product launches, visual systems, gamification programs, and integrated campaigns.
- Designed the brand and in-app experience for The Cookout, ParshipMeet Group's first event connecting MeetMe, Skout, and Tagged, driving week-over-week revenue lifts of **24% on MeetMe, 43% on Skout, and 50% on Tagged in November 2025**.
- Mentor junior designers and lead day-to-day brand design execution through creative direction, design reviews, and ongoing feedback.
- Partner with product managers, engineers, marketing, and creator operations teams to translate business goals into shipped UI, campaign mechanics, and cohesive cross-platform experiences.
- Own ongoing gamification programs across four apps, including weekly contests, seasonal campaigns, leaderboards, and reward systems that support engagement and repeat revenue
- Developed complete brand systems for LiveFest 2023 and 2024 across digital, environmental, print, merchandise, and in-app touchpoints, taking each event from visual identity through vendor-ready production.

CENTER CITY DISTRICT

Branding Associate | September 2018 - July 2020 | Philadelphia, PA

- Designed environmental branding, signage, and wayfinding for seasonal campaigns, public spaces, and city events throughout Center City.
- Created branded presentation systems used across Center City District, CCD Parks, and the CCD Foundation

FREELANCE & COLLABORATIONS

LIVECOINWATCH (FREELANCE)

Freelance Brand & Marketing Designer | October 2025 - Present | Philadelphia, PA

- Develop brand guidelines and design web advertising, product marketing, and launch assets for a cryptocurrency data platform.

FREE LIBRARY OF PHILADELPHIA (CONTRACT)

Exhibition and Graphic Designer | September 2020 - June 2023 | Philadelphia, PA

- Led a nine-month redesign of the Free Library's system map spanning 54 locations, creating a standardized wayfinding system for print, digital, and in-branch use.
- Designed exhibition environments across multiple library locations, including spatial plans, murals, production drawings, and promotional campaigns.

SKILLS

Product Design

Product UI, user flows, wireframing, prototyping, component libraries, design systems, gamification, engagement loops, responsive web

Brand & Art Direction

Visual identity, campaign systems, creative direction, environmental design, presentation design, social media, launch campaigns

Leadership & Delivery

Designer mentorship, design reviews, cross-functional collaboration, stakeholder presentations, sprint planning, production oversight

Tools

Figma, Adobe Creative Suite, HTML/CSS, VS Code, Jira, Generative AI

EDUCATION

Bachelor of Arts, Advertising: Art Direction

Temple University,
Klein College of Media & Communication

Professional Scrum Master™ I (PSM I)

Scrum.org,
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