

ANDREA GRIMALDO

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EXPERIENCE

Microsoft - Product Designer

June 2024 - Present

- Collaborated with Design, PM, UX Writing, and Engineering to evolve **Copilot in Intune** during multiple iteration cycles, by defining flows, entry points, interactions and accessibility specs, which resulted in an increase of retention of 80%.
- Built **Copilot** patterns, components and workflows in VS Code + Github Copilot, contributing to a UX shared repository that enabled rapid exploration, prototyping, and production across design and partner teams.
- Designed and shipped AI agent experiences, including the Change Review and Device Offboarding Agents, aligning with parent design patterns. Launched at Microsoft Ignite, driving adoption by hundreds of users and over 1.5K agent runs.
- Redesigned complex management workflows, including Managed Home Screen configuration and Device Query experiences, reducing complexity, improving discoverability and adding new capabilities often requested by users.

Procter & Gamble - UX Design Intern

Jan 2023 - May 2023

- Collaborated with R&D, developers and brand designers to optimize ecommerce experience on the Bounty.shop.com site, resulting in an improved usability score of 70%.
- Led the redesign for the Family Care SBU's intranet, serving over 5000 employees, resulting in a 40% increase in engagement and a boost in team collaboration.
- Contributed to design sprints, dedicated to addressing diversity and equity challenges in P&G design, by conducting user interviews, crafting solutions, and presenting to stakeholders.

Kimberly-Clark - UX Design Intern

Sep 2022 - Dec 2022

- Collaborated with 5 UX designers and 1 Developer in the creation and documentation of a Headless Design System to ensure consistency and scalability for 12+ child sites and brands, including Kotex, Huggies, Kleenex, and Poise, enhancing workflow efficiency for developers and designers by 30%.
- Revamped and created +200 components and patterns in the library, ensuring responsiveness with autolayout and accessibility standards - WCAG AA compliance.
- Contributed to a detailed design token library for each component in the design system.

Conversion Logix - Paid Search Specialist

Feb 2021 - Sep 2022

- Managed & optimized Paid Search and Display campaigns for multifamily, senior living, and automotive verticals.
- Oversaw budget for +800 accounts, conducted A/B tests, managed reporting, and track goals. Implemented and tested website events to enhance campaign performance.

EDUCATION

University of Washington - Master's of Communications in Digital Media

• September 2021 - September 2023 - GPA 3.93

University Jorge Tadeo Lozano - Bachelor's in Advertising

• January 2012 - May 2016 - GPA 3.90

SKILLS

Tools: Figma, Figjam, UserTesting, AI workflows, Motion design, Micro interactions, Animations, Vibe coding (Claude code, Vs code Github + Copilot), Prompting skills.