



# Grace Gerdes

## Strategist | Storyteller

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*I aspire to use my “pattern-finding” superpower to drive impactful projects that connect people and span across multiple disciplines and skill sets.*

### WORK EXPERIENCE

#### ● Capgemini Invent | Product Lead & Change Strategy

OCTOBER 2022 - PRESENT | NEW YORK, NY

##### ● Nonprofit Medical Association | Systems Training & LMS Product Management

- Directed build for operational LMS to deliver training on 5 systems to 1200 people
- Developed strategy and graphics for gamified system training for 100+ learners
- Managed stakeholder relationships, project communications, and training
- Supervised 3rd party vendors, including daily meetings and deliverable tracking
- Identified and pursued areas of strategic account development for key client

##### ● Internal Offer Development | Executive Coaching & Leadership Alignment

- Facilitated preparation of 3 workshops to identify offer direction and viability
- Monitored milestones and adapted to evolving project needs
- Acted as central point of contact through meeting facilitation + status updates

#### ● Gerdes Construction Inc. | HR Transformation & Training

JAN 2022 – OCTOBER 2022 | SARASOTA FL

- Developed a comprehensive graphic system and content for employee manual aligned with strategic competencies and industry standards
- Conducted 15 in-depth interviews with key stakeholders to create detailed documentation and training for 6 roles across the company
- Conducted preliminary discovery to advise on next steps for company sale
- Managed timelines and quality control as main point of contact for client

#### ● Shape Computation Lab | Research Product Development

APRIL 2022 – DECEMBER 2022 | ATLANTA, GA

- Researched new use cases for Shape Machine through user interviews
- Developed training program to introduce new users to software
- Executed Shape Grammar theory and applications for CAD software

#### ● Gensler | Wayfinding & Brand Strategy

JUNE 2022 – AUGUST 2022 | ATLANTA, GA

- Designed comprehensive signage systems according to brand guidelines
- Implemented user needs + client feedback for environmental design projects
- Executed sign location plans, message schedules, and site surveys
- Demonstrated application of signage hierarchy and ADA requirements

#### ● Shades of Green | Applied Permaculture Design

AUGUST 2021 – MARCH 2022 | ATLANTA, GA

- Refined and integrated design pipeline to support optimization process
- Rendered planting plans and graphics for client presentations
- Managed schedule and status updates to complete quality deliverables
- Facilitated admin activities including archived client file system

#### ● Fundación Asindown | User Research & UX Design

Promotion after university project during European Project Semester.

JANUARY 2020 – MARCH 2020 | VALENCIA, SPAIN

- Empathized with and researched the challenges of Down syndrome
- Operated as primary Spanish language point of contact for client
- Managed outreach to community stakeholders for project development
- Facilitated interdisciplinary work with CS and educators

MARCH 2020 – DECEMBER 2020 | SARASOTA, FLORIDA

- Created, reviewed, and analyzed user testing by coordinating remotely
- Completed graphics for iterations of mock-ups and presentation for final app
- Presented in Spanish to main stakeholders

### EDUCATION

#### ● Georgia Institute of Technology

AUGUST 2018 – DECEMBER 2022, GPA 3.9

B.S. in Industrial Design  
Spanish Minor, Honors Program Participant  
Spring 2020 Foreign Exchange with UPV Valencia

### SKILLS

- Adobe creative suite (InDesign, Illustrator)
- Figma, Mural, Dropbox, and Google Workplace
- Writing and storytelling
- Presentation, written, and verbal communication
- Adaptability and foresight
- Time management and organization
- Problem solving and “pattern-finding”

### LEADERSHIP AND INVOLVEMENT

#### Georgia Tech | Resident Assistant

● AUGUST 2020 - MAY 2021 | ATLANTA, GA

- Fostered relationships among 30 residents
- Managed administrative and monthly programs (budgets, maintenance, and incident reports)

#### Georgia Tech | Teaching Assistant

● AUGUST 2020 - DECEMBER 2020 | ATLANTA, GA

- Oversaw freshman introductory course for the International Plan students
- Facilitated communication and interaction among students and with staff

#### ● Industrial Designers Society of America

Elected to Vice President of Operations

● AUGUST 2019 – DECEMBER 2019 | ATLANTA, GA

Elected to Freshman Representative

● AUGUST 2018 – AUGUST 2019 | ATLANTA, GA

- Coordinated between ID faculty and students
- Cultivated speaker and content curation
- Planned and directed bi-weekly staff meetings

### CERTIFICATES & ACHIEVEMENTS

#### ● IDEO U | Storytelling for Influence

JULY 2021

#### ● Rotary Youth Exchange Alumna

JULY 2017 – JUNE 2018 | BRATISLAVA, SLOVAKIA

### LANGUAGES

- English NATIVE SPEAKER
- Spanish B2 LEVEL
- Slovak B1 LEVEL