

Benjamin Greve

Product designer based out of Oakland, CA.

WORK

Coinbase · Senior Product Designer

2020 - 2022

Designer on Coinbase's consumer app. Worked on a variety of features including Staking (and other Yield methods), core trade flow, and launching Borrow, in addition to leading several successful growth and optimization projects.

Instacart · Senior Product Designer

2018 - 2020

Designer for Instacart's core consumer app, with work ranging from new feature/product development and design systems to long-term growth initiatives.

Hugo · Product Designer

2016 - 2018

Primary designer for an early-stage startup. Led product strategy. Helped identify, validate, and design Hugo's core meeting notes product. Acquired by Calendly.

Google · Design & Developer Support Specialist (TVC)

2014 - 2016

Designer for the Google Apps Script developer platform and community. Provided design support for 700+ third party apps ('Add-ons') built on our platform.

EDUCATION

Columbia University

2012

Post-B.A. Cognitive Psychology

New York University

2007

B.A. Individualized Studies (Philosophy, Photography)