

Darrel Grosvalet

PRODUCT DESIGNER
CREATIVE TECHNOLOGIST
INTERACTIVE ENGINEER

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Product & Enterprise UX

- Complex workflows & approval systems
- Dashboards & operational visibility
- Design systems at enterprise scale
- Research, usability testing & facilitation

Creative Technology & Immersive Systems

- Projection mapping & installations
- VR/XR & real-time media environments
- TouchDesigner, MadMapper, WebXR
- Physical computing & IoT prototyping

AI & Rapid Prototyping

- AI-native product development
- LLM workflows & prompt engineering
- Trustworthy AI decision-support UX
- Concept-to-prototype pipelines

INDEPENDENT PRACTICE

- Creator of Nostalgia Nihilism, an exhibited and sold mixed-media painting series on memory, media, and cultural repetition; wrote, illustrated, and self-published an independent book end to end.
- Ongoing practice transforming archives and cultural artifacts into interactive systems, workshops, and multimedia work.

CAREER BRIEF

Product Designer and Creative Technologist with 10+ years of experience turning complex systems into intuitive, expressive physical and digital experiences. Work spans enterprise software, front-end prototyping, interactive installations, AI decision-support workflows, projection mapping, VR/XR, and independently built creative tools for sampling, performance, and exploration. Combines product strategy, interaction design, visual systems, and code to move ambiguous ideas into working prototypes and shipped products.

EXPERIENCE

Big Room Technologies – Lead UX Designer

Sept 2022 – Present

Enterprise manufacturing software serving approximately 6,500–9,000 employees across large-scale operations.

- Designed and shipped **3 of the company's 4 core software platforms** from the ground up — materials monitoring/packaging/shipping, a real-time production metrics dashboard for the entire facility, and a multi-year operations planning system — supporting ~6,500 employees in a 24/7 manufacturing operation.
- Replaced a paper, spreadsheet, and phone-call materials process with a **unified digital workflow** — standardized delivery routes and drop locations enabling precise truck scheduling, streamlined returns of defective raw material, and faster, lower-waste fulfillment for warehouse teams.
- Designed real-time labor visibility tools tracking **~4,000 crew members** across hundreds of daily jobs, enabling managers to catch overruns as they happen, adjust crews and estimates live, and give leadership accurate data for budgeting future work.
- Built the company's design system from zero: **1,000+ components, ~100 interaction patterns, and ~5,000 production screens** across desktop, tablet, and mobile.
- Grounded design in floor-level research — 25+ interviews with warehouse workers, crew managers, and executive stakeholders across 5 departments; post-launch interviews showed strong adoption and measurably smoother daily work.

PORTL& Arts & Entertainment – Co-Founder / CTO

May 2022 – May 2026

Creative technology practice focused on projection-mapped installations, interactive exhibits, and immersive experiences.

- Co-founded and led an immersive arts and technology company delivering **projection mapping, interactive exhibits, public art, and multimedia events**.
- Directed creative technology from **concept through live execution** — technical planning, prototyping, installation, and show control — building TouchDesigner and MadMapper pipelines connecting physical space, real-time visuals, and audio/video.
- Prototyped sensor-aware, hardware-integrated experiences and worked with artists and venues to translate abstract ideas into buildable, audience-facing systems.

YARN CORPORATION – Lead UX Designer, Web & VR Developer

Nov 2019 – Sep 2022

Worked across product design, front-end prototyping, onboarding media, and VR experimentation for Driftspace's web and immersive product ecosystem.

- Designed and built web dashboards, onboarding flows in React and Styled Components.
- Conducted interviews, usability studies, created user stories, product roadmap and requirements.
- Wrote, storyboarded, and produced onboarding tutorial content that **increased Drift creation by 35%**.
- Prototyped VR workflows and immersive experiences in Figma, ShapesXR, and Tvorì, grounded in user interviews and usability research that shaped product requirements.

🔍 Design / Creative AI

- Figma, Framer
- Flora, ComfyUI

🎮 Creative Tech / Immersive

- TouchDesigner, MadMapper
- A-Frame, WebXR, ShapesXR, Tvorì

🧠 AI / Prototyping

- Claude, Gemini, ChatGPT
- Cursor & AI-native IDE workflows

</> Front-End / Technical

- React, Next.js, TypeScript, Node.js
- Tailwind CSS, Styled Components
- Git / GitHub, Vercel, Supabase
- WordPress, Strapi, PHP

🎨 Media / Production

- Photoshop, Illustrator
- After Effects, Premiere Pro

EDUCATION

Bachelor of Arts in Computer Science

Minor in Graphic Design

Farmingdale State College | 2010

Page One Web – Senior Developer / Designer

Sep 2018 – Nov 2019

eCommerce websites, marketing platforms, and client-facing software experiences.

- Designed and developed eCommerce websites and marketing platforms using WordPress, React, and custom integrations.
- Created UI systems that improved communication and consistency across clients, designers, and developers.
- Developed custom scripts and database integrations that streamlined onboarding, product migration, and operational workflows.

Glacial Multimedia – Senior Developer & Media Designer

Mar 2014 – Sep 2018

Websites and digital marketing experiences for healthcare and professional services clients.

- Designed and developed websites and digital marketing experiences for healthcare and professional services clients.
- Implemented heat mapping and A/B testing across approximately 50 client sites to validate conversion and SEO hypotheses, **improving conversion rates by 13% year over year**.
- Created onboarding documentation and development processes that reduced ramp-up time for new developers.
- Produced digital media assets, video content, and branded web experiences across client campaigns.

SELECTED SYSTEMS & PROJECTS

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SignalOS - <https://signal-os-web-eight.vercel.app>

AI-assisted financial decision-support system that transforms market data, watchlist changes, and portfolio context into structured, explainable investment decisions. Built around a “rules decide, AI explains” architecture separating deterministic scoring from LLM-generated synthesis.
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CueTube - <https://quetube.vercel.app>

iPad-first React/Vite application that turns YouTube videos into a playable sampling instrument with timestamped cues, performance pads, touch/keyboard playback, local persistence, and reusable cue-sheet import/export.
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SampleSlicer - <https://darrel-grosvalet.github.io/Sample-Slicer>

Browser-based audio utility that combines multiple one-shot samples into a single sample that can be chopped by modern samplers.
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Kit Roulette - <https://darrel-grosvalet.github.io/kit-roulette>

Randomized drum-kit generator that selects local samples to spark creative exploration and reduce decision fatigue.
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Memory Television - <https://darrel-grosvalet.github.io/memory-television>

In-progress CRT-based exploration system blending narrative archives, personal memory, interactive artifacts, and immersive worldbuilding.
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Exhibition A — Tribeca Film Festival

UI/UX design, interaction design, and visual design for an immersive VR experience that premiered at Tribeca Film Festival Immersive.