

JIMMY GROCE

Creative Operations Manager

MS in Information Design and Strategy, Northwestern University, 2026

Bringing structure to creative work, helping teams move from research and ideation to execution.

(586) 907-9596, groce.james@gmail.com, [linkedin.com/in/jimmygroce](https://www.linkedin.com/in/jimmygroce), Chicago, IL

CORE COMPETENCIES

Creative Direction & Brand	Brand Strategy, Content Strategy, Visual Design, Storytelling
Creative Operations	Project Planning, Intake & Prioritization, Budget Management, Team Leadership
Digital Experience	Video Production, Web Design, UX Research, Information Architecture

PROFESSIONAL SUMMARY

Creative leader with 8+ years of experience across brand, content, digital, and technical project management. My leadership style is grounded in listening, clarifying competing needs, and turning discussion into practical next steps. At Ehbed Energy, I paired hands-on creative direction with the systems needed to keep work moving, supporting \$50M+ in signed B2B energy contracts and an external acquisition of the contract portfolio and team. My most recent work includes AI quality evaluation, nonprofit content strategy, UX research, and independent product design. I use independent projects to apply new human-centered design and project management methods in practice.

PROFESSIONAL EXPERIENCE

Senior Domain Expert and AI Content Training Specialist

Mercor AI, Remote, March 2025 - Present

- Review AI-generated content and contractor evaluations across writing, presentations, video, audio, and visual tasks for enterprise AI projects.
- Correct contractor submissions and evaluation inconsistencies against project-specific standards when serving as an authorized reviewer.
- Protect evaluation quality by catching flawed critiques and inconsistent judgments before they move forward in the review process.

Project Lead, Content Strategy

Jim Thorpe Memorial Foundation, Northwestern Practicum Client, Remote, March 2026 - June 2026

- Led a five-person team in developing a 52-week content strategy, serving as primary project lead for planning, research analysis, and client-facing delivery.
- Developed a Hero, Hub, and Help content architecture around two major event concepts, using research, activation planning, and budgets to shape the strategy.
- Developed research-backed articles, video scripts, and evergreen resources with AI-assisted workflows, validating facts, citations, and competing iterations to reduce hallucinations and support accurate Answer Engine Optimization (AEO).
- Designed the plan around the client's actual capacity: recommending interns for articles and email development, the existing marketing director for event management, and automation for social marketing. Documented the approach in a strategy presentation, supporting spreadsheet, and agentic dashboard.

Creative Director

Ehbed Energy, LLC, Chicago, IL, April 2020 - October 2024

- Owned end-to-end creative direction and project management across branding, marketing, and business development materials. This included brand voice, graphic design, video, web assets, and sales materials.
- Built the CRM and project management infrastructure across Monday.com, HubSpot, Zapier, web forms, and email marketing, establishing the project intake, prioritization, automation, and repeatable workflows.
- Developed training and onboarding materials, coordinated specialized contractors for web and video work, supported a sales team of up to five, and translated executive discussions into clear action items.
- Built the brand and operational foundation that supported \$50M+ in signed contracts and helped facilitate an external acquisition of the contract portfolio and team.

Creative Project Manager

Guaranteed Clean Energy, Columbus, OH, Contract, May 2021 - November 2021

- Managed creative production for an energy company joint venture. Led ideation and produced copy, video, graphics, and a cohesive brand and sales package from concept through delivery.
- Coordinated feedback and approvals between both companies so the joint venture could move forward with one consistent set of brand and sales materials, supporting \$5M+ in commercial energy contracts.

Digital Marketing Strategist

Blitz Metrics, Remote, Contract, January 2018 - December 2018

- Owned performance analysis and client-facing reporting for Meta campaigns, reviewing ad metrics and summarizing ROI, engagement, and content performance for accounts with \$100K+ in monthly spend.

Brand and E-commerce Designer

Jamex Products, LLC, Remote, February 2017 - April 2018

- Built Boulevard Trends from supply chain sourcing through digital storefront launch. Coordinated white-label manufacturers, commissioned logo design, built the Shopify e-commerce site, and set up fulfillment and product-quality workflows.

SELECTED PROJECTS

Hestia Harbor

Independent Venture, Chicago, IL, 2026 - Present

- Designing a self-guided mobile and tablet platform built around an interactive 3D town, with 13+ tools represented by locations such as a bakery for recipes and pantry tracking, a greenhouse for plant care, and a lighthouse for habit tracking.
- Applying competitive analysis, industry research, user research, usability testing, information architecture, and iterative prototyping to each tool and the broader platform while conducting a 10-participant usability study, comparing AI design and development tools, and targeting App Store publication.

Civic Lantern, Civic Engagement Platform

Northwestern University Capstone, Chicago, IL, August 2026

- Designed a civic engagement platform for tracking local policy, elections, and government activity through literature review, concept validation, prototyping, usability testing, and roadmap development, with 11 participants across research interviews and usability testing.

Independent Web and Brand Design

Chicago, IL, 2026 - Present

- Designed the Piñata Hot Sauce website and developed a draft website for Platform 47 pending owner inputs, creating lightweight brand references and organizing reusable visual and content assets for ongoing updates and future marketing work.

Amtrak Rebrand

Northwestern University, Chicago, IL, March 2026 - June 2026

- Developed logo concepts, taglines, and visual identity directions for a team Amtrak rebrand, using team research to guide the creative work.

Healthcare Scheduling Information Architecture

Northwestern University, Chicago, IL, August 2025

- Created an HTML content-pattern hierarchy and Figma wireframe informed by competitive analysis of Psychology Today and Zocdoc.

EDUCATION

Master of Science, Information Design and Strategy

Northwestern University, Completed August 2026, Specialization in Content Strategy

Bachelor of Fine Arts, Theatre Performance

Western Michigan University

CERTIFICATIONS

Google Project Management Professional Certificate, Google, September 2026

TOOLS AND TECHNOLOGIES

Figma, Miro, WordPress, Wix, Framer, Monday.com, HubSpot, Zapier, Jira, Canva, Adobe After Effects, Adobe Premiere Pro, Google Workspace, Microsoft 365, Anthropic Claude, Perplexity, ChatGPT, Meshy, Forrester, Gartner, Statista.