

# Geri Reid

Digital accessibility and design systems specialist. UX design lead, speaker, podcaster and writer.

[gerireid.com](https://gerireid.com) • [BlueSky](#) • [LinkedIn](#) • [GitHub](#) • [geri@gerireid.com](mailto:geri@gerireid.com) • 07780510264

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March 2024 - current

## Lead Accessibility Specialist, Just Eat Takeaway.com

*Leading digital accessibility within Product and Technology.*

- Roadmap, strategy and vision for digital accessibility at Just Eat
- Expert in WCAG and technical standards - advising web, app and design systems teams
- Accessibility design reviews and code audits. Most recent: Apple Nutrition Label audit
- Writing accessibility statements, VPATs and guidance
- Legal compliance, with a recent focus on the European Accessibility Act
- Running in-person and online training workshops for design, engineering and product
- Instigated a weekly accessibility drop-in clinic for Product & Tech
- Running a mentoring cohort for the Neurodiversity network
- Chair of the Just Eat Accessibility Guild
- External advocacy - regular speaker at industry conferences, podcasts and events
- Currently working with iOS core to ensure an accessible rollout of iOS 26 Liquid Glass

Sept 2023 - March 2024

## Accessibility Design Lead, BPP

*6-month contract as Accessibility Design Lead, setting up a new design system.*

- Foundations for the design system, including a scalable tokens architecture and accessible palette
- Working with product stakeholders on planning and prioritisation for upcoming releases
- Zeroheight and Storybook setup: writing component specs, technical docs, and accessibility guidelines
- Established an Accessibility Guild for design, engineering and QA support

April 2022 – June 2023

## Design & Accessibility Lead, NewsKit Design System, News UK

*Leading design and accessibility on NewsKit, an open-source design system that feeds News Corp brands, including The Times, The Sun and the Wall Street Journal.*

- Contributed to strategy, planning and roadmap for the design system to align with product and domain stakeholders
- Worked alongside engineering to develop and document new system components and best practices
- Established NewsKit as the accessibility touchpoint for News:
  - Chaired the News UK Accessibility Working Group
  - Accessibility design reviews and code audits
  - Authored an accessibility policy, guidelines, and statement template
  - Pitched to the investment board to fund an accessibility initiative
- Led Agile ceremonies: refinement, TA, standups and retrospectives
- Demonstrated the impact of NewsKit through advocacy - spoke at conferences and industry events

Aug 2021 - Apr 2022

## **Principal Product Designer, Infinity Design System, Checkout.com**

*Foundations for a new design system for a payments fintech.*

- Roadmap and strategy for the design system
- Worked with engineering to pay down significant technical debt to lay a stable foundation
- Developed a token architecture to scale across products and themes
- Onboarded external consultancy Deque, arranged and managed product audit
- Facilitated accessibility workshops, crits and reviews for product designers

Apr 2018 - Aug 2021

## **Design Lead, Constellation Design System, Lloyds Banking Group**

*Built a multi-platform design system covering UK retail banking brands Lloyds, Halifax, Bank of Scotland, Scottish Widows and MBNA.*

- Design system setup - worked alongside engineering to build code and design component libraries and write component and systems docs
- Community building - ran workshops and demos across the UK
- Led over 100 design and engineering drop-in clinics to support the community using the system
- Led on accessibility for Lloyds Design
- Managed Lloyds' relationship with the Digital Accessibility Centre, facilitated audits and visits
- Led design on Halifax digital rebrand, working with Lloyds' external agency to ensure accessibility
- Mentored junior designers, ran design reviews and crits

2017 - 2018

## **Senior UX Designer, Downing Crowd**

2009 - 2017

## **Freelance UI/UX Design Consultant**

- Maternity leave -

2005 - 2007

## **Senior Web Designer / Team Leader, UBS Investment Bank**

1998 - 2004

## **Web Designer, Bank of America Merrill Lynch**

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## Volunteering

### Current

- Mentor at Career Accelerator, running a mentoring cohort for neurodivergent young people
- Volunteer at the University of Reading User-centred Design programme, running design crits for UX undergrads

### Previous

- Design Club - design thinking workshops at a London secondary school
  - Code Club: weekly after-school Code Club at a London primary school
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## Education

BA Digital Media  
First Class Hons  
University of the Arts, London