GERI REID

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EDUCATION

BA Digital Media
First Class Hons
University of the Arts
London

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

WORK

Lead Accessibility Specialist

Just Eat Takeaway.com / London / March 2024 - current

Leading digital accessibility within Product and Technology.

- Roadmap, strategy and vision for accessibility at Just Eat
- Advising web, app and design systems teams
- Accessibility design reviews and audits
- Writing accessibility statements, VPATs and guidance
- Expert in WCAG and technical standards
- Legal compliance, with a recent focus on the EAA
- Running in-person and online training workshops and a weekly accessibility drop-in clinic
- Running a mentoring cohort for the Neurodiversity network
- Chair of the Just Eat Accessibility Guild

Accessibility Design Lead

BPP / London / Sept 2023 - March 2024

6-month contract as Accessibility Design Lead on the design system.

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

Design & Accessibility Lead, NewsKit Design System

News UK / London / April 2022 – June 2023

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 Accessibility Working Group
    - Accessibility design reviews and audits
    - Authored an accessibility policy, guidelines, and statement template
    - Pitched to the investment board for funding
- Led Agile ceremonies: refinement, TA, standups and retros
- Demonstrated the impact of NewsKit through advocacy - spoke at conferences and industry events

Principal Product Designer, Infinity Design System
Checkout.com / London / Aug 2021 - Apr 2022

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
- Led on product accessibility, ran a product audit, accessibility workshops and reviews for product designers
- Developed a token architecture to scale across themes

Design Lead, Constellation Design System
Lloyds Banking Group / London / Apr 2018 - Aug 2021

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

- System setup - worked alongside engineering to build code and design component libraries and write 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 and facilitated audits
- Led design on Halifax digital rebrand, working with Lloyds' external agency to ensure accessibility
- Mentored junior designers, ran design reviews and crits

GERI REID

Senior UX designer
Downing Crowd / London / 2017 - 2018

Senior UI/UX Designer
Contracting and freelance / London / 2009 - 2017

Maternity break

Senior Web Designer / Team Leader
UBS / London / 2005 - 2007

Web Designer
Bank of America Merrill Lynch / London / 1998 - 2004

V O L U N T E E R I N G

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 - two terms of design thinking workshops at a London secondary school
- Code Club: Weekly after-school Code Club at a London primary school