

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

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

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 - ran two terms of [design thinking workshops](#) at a London secondary school
- Code Club: Ran a weekly after-school Code Club at a London primary school