



Reed Goodman

UX/UI & Graphic Designer

Professional Experience

Summary

- Passionate and experienced UI/UX designer with a proven track record of success. Expertise in all phases of the design process, from user research and ideation to prototyping and testing. Strong communication and collaboration skills.

Freelance Graphic Designer

10/15-21 – Present

- Developed and executed creative graphic design solutions for a variety of clients, using a user-centered approach to ensure that designs were both visually appealing and effective.
- Worked with clients to understand their needs and goals, and then translated those into intuitive and user-friendly interfaces.
- Developed marketing campaign imagery for a new product launch that resulted in a 10% increase in sales.
- Successfully completed projects for 7 entities, resulting in positive feedback from clients and increased user engagement.

SFMTA, Transit Operator

6/8/19-10/01/21

SFMTA Transit Operator: Safely operated a variety of transit vehicles, such as buses, light rail, and cable cars, to transport passengers along assigned routes. Providing excellent customer service and ensuring a safe and comfortable ride for all passengers.

Deluxe Distribution

11/5/2013-5/20/2019

Head of Customer Service & Social Media, Special Projects Coordinator, Art Department Assistant

Head of Customer Service & Social Media,

- Led a team of 5 in providing customer service and support across all channels.
- Resolved customer complaints in a timely and efficient manner.
- Coordinated warranty replacement shipments worldwide.
- Managed social media accounts for 6 brands, increasing engagement by 20%.

Special Projects Coordinator

- Planned and executed special projects, including events, art shows, trade shows, and facility tours.
- Worked with cross-functional teams to ensure projects were completed on time and within budget.
- Launched a new customer loyalty program, resulting in a 10% increase in customer retention.

Art Department Assistant

- Provided administrative support to the art department.
- Assisted with the design and production of marketing materials.
- Contributed to the development of new branding strategy.

CONTACT

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www.Goodman.Design

(415) 347-1480

[Linkdin](#)

SKILLS

- Wire-framing/ Prototyping (Advanced)
- Usability

Testing(Advanced)

- In depth Interviews.
- Storyboarding
- HTML
- CSS
- JAVASCRIPT

Techniques:

- Heuristic Evaluation

- In-depth Interviews
- Focus Groups
- User Interviews
- A/B Testing
- Affinity - Mapping
- Redlining & Annotations

Tools and Software

- FIGMA
- Adobe CS (Ai, Ps, Pr, Id, XD (Advanced)
- MIRO
- GOOGLE WORKSPACE
- Final Cut Pro
- VS code/Github

EDUCATION & CIRTIFICATIONS

- UC Berkeley Extension
Certificate in UX/UI Design
(2023)

- Certificate Program 2023
[Link to Certification](#)

- **The complete Figma Design System Course** (Advanced)
Certificate program 2023)

Degree

- Bachelor of Arts Degree,
Digital Film-Making and
Video Production - The Art
Institute of Colorado
(2007-2010)