

# REED WESTBROOK

*Hi there! My name is Reed, and I am a transgender non-binary UX Designer, family caretaker, traveler, and life-long learner on a mission to make the world more accessible and inclusive. Based on my background in research and behavioral sciences, I develop inclusive and intuitive products that increase user satisfaction and experience. As a designer, I am committed to ensuring that websites and applications are attractive and accessible to all users.*

## EDUCATION

### CERTIFICATION

#### **UX Design Immersive**

General Assembly

### B.S. DEGREE | B.A. DEGREE

#### **Psychology | Sociology**

University of New Mexico

### B.A. DEGREE

#### **History**

University of New Mexico

## SKILLS

### **Design Skills**

User Experience Design  
User-Centered Design  
Interaction Design  
User Interface Design  
Information Architecture  
Heuristic Evaluation  
Usability Research  
Usability Testing  
Wireframing  
Prototyping

### **Tools**

Figma  
Sketch  
G-Suite Mac + Office Suite  
Optimal Workshop  
Typeform  
Webflow  
Miro

## EXPERIENCE

APRIL 2023 | RIF CARE | REMOTE

### **UX Research Lead & UI Designer**

- Coordinated with three designers to incorporate a new visual design for Rif Care e-commerce site, boosting product page engagement through an interactive UI, community engagement page, and redesigned navigation menu using Sketch and Figma.
- Initiated user research via competitive analyses and user studies, and integrated insights into site updates and creation of community engagement page.

MARCH 2023 | GENERAL ASSEMBLY | REMOTE

### **UX Research Lead & UI Designer**

- Collaborated with two UX designers on a case study to assess and redesign Ticketmaster app, improving user experience, convenience, and addressing negative public perception.
- Recruited participants for user experience research, including eight survey respondents and three interviewees. Integrated findings to tailor UI, feature offerings, and information architecture.

FEBRUARY 2023 | GENERAL ASSEMBLY | REMOTE

### **UX Designer, Researcher, & Information Architect**

- Redesigned logo, UI of website, and implemented new filter configuration to simplify the user experience using Sketch and Figma; improved page views by 40% and reduced bounce rate by 25%.
- Prepared a comprehensive usability testing plan for a Figma prototype, using a combination of remote moderated and unmoderated testing methods with 5+ users.