

Megan Reed

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A quick summary

I am a collaborative **UX/Product Design** leader, communicator, problem solver, strategic thinker, cross-functional partner and connector of ideas and solutions.

I use design to **transform problems** into puzzles that I thrive on solving.

I excel at **designing the “how”** and I communicate with visual design artifacts to articulate solutions and create prototypes to bring them to life.

I value **cross-functional, collaborative** environments and 10+ years of working across teams has taught me how to lead with empathy and execute with high velocity.

I work in NYC and I believe that there is always a potential, as yet unrealized, solution that is better than what exists.

Key skills & primary tools used

UX strategy, ideation, information architecture, usability testing, rapid wireframes, lo-to-hi fidelity prototyping, UX writing, design operations, process management, design systems, user research, visual design sensibility.

Figma, Sketch, InVision, Zeplin, MURAL, HTML/CSS, Notion, Asana, JIRA
(open to and experienced using others)

Education & ongoing learning

UX/UI Design & Front-End Dev

Bloc.io • Remote • 2016 – 17

Bachelor of Science, Business Admin

CCU • Denver • 2002 – 06

Independant further education

Specialized courses, workshops, events focused on design systems & process, UX writing, data-driven design, remote work, AI/tech solutions

Work experience

Lead UX Designer

[AVERO](#) • New York City • May 2019 – Current

Managing all aspects of UX design execution and strategy including orchestrating and optimizing design process, people, and craft in order to amplify design's value, influence and scale; reporting directly to VP of Product.

Establishing new UX patterns across web and mobile apps and rolling out a design library as the foundation for robust design system; cutting product development costs/time by 50% while significantly increasing quality of design.

Scaling systems and tools to deliver design with greater velocity, transparency, and collaboration with product/engineering/QA/UI; resulting in more intuitive and unified experience across the product suite while reducing labor and licensing expenses by over \$150K per year.

Focusing on how the software functions, launched multiple products and features with more usable UI across web and mobile apps using agile software development and lean UX processes; resulting in a 92% customer renewal rate and significant reduction of customer support issues.

UX Designer (prev. CX Design Manager)

[EVERYBELL](#) • Miami • Jan 2015 – May 2019

Ultimately responsible for “all things” customer and user experience for consumer-focused hospitality technology startup – led design strategy at the intersection of physical and digital experiences while consecutively working as the liaison between customer needs and research-driven product design.

Improved, iterated, and re-imagined the product experience to shape the next generation of applications; using wireframing and rapid-prototypes to craft high-fidelity design artifacts to visualize solutions to stakeholders.

Used a highly-iterative process leaning on user data and insights to inform information architecture and interaction design solutions; increasing adoption, reducing support costs, and enabling users to intuitively achieve their goals.

Senior Manager, Creative Projects

[STAMFORD](#) • Singapore • Oct 2013 – Nov 2014

Creative direction from concept-to-execution on all digital products & presence; including responsibility for complete product design and development cycle to launch new web application that caused user engagement to shoot up 165%.

Provided leadership and structure to a cross-functional team to deliver on aggressive timelines and exceed growth metrics by 60%; while responsible for \$1M departmental budget.

Led user research and testing efforts with existing client base to work feedback into product launch in iterative cycles; interpreting results to form clear UX direction, yielding less drop out of conversion funnels and increased revenue.

CX, Design & Development for Various Companies

[INTUIT](#), [FOUR SEASONS HOTELS](#), [PURE FITNESS](#), [HRS HOTEL PORTAL](#)
USA, Germany & Singapore • 2006 – 2013