

# Megan Reed

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UX/Product Designer with 10+ years of experience driving and shaping design strategies while aligning teams and executing design solutions to communicate a vision through visual artifacts.

Working across teams, products, and countries has taught me how to lead and communicate with empathy all while executing and delivering with high-velocity.

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## Key skills & primary tools used

### What I do

Deep competence in user centered design process encompassing methods and tools used for UX strategy, ideation, interaction, information architecture, UI, usability testing, wireframing & prototyping

### Which tools I use

Figma, Sketch, InVision, Zeplin, Miro, HTML/CSS, JIRA, Confluence, Framer, whiteboards, Adobe XD  
(open to and experienced using others)

### How I have learned

Ongoing education and specialized courses, workshops, events focused on design systems & process, UX writing, data-driven design, remote work, AI/tech solutions, design management.

UX/UI Design & Front-End Development Certification from Bloc, 2016-17

Bachelor of Science, Business Admin Diploma from CCU, 2002-06

## Work experience

### User Experience Design Lead

**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; resulting in more intuitive and unified experience across the product suite while reducing labor and licensing expenses by over \$150K per year.

### Experience Design Director

**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, Design 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 of 10+ across design, engineering, marketing, research 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 Management

**INTUIT, FOUR SEASONS HOTELS, HRS THE HOTEL PORTAL USA, Germany & Singapore • 2006 – 2013**

Early career experience encompassed managing APAC growth & product onboarding success for HRS, driving customer experience initiatives with responsibility for design projects at Four Seasons, and owning merchandising design across retail partners for consumer-facing tax product at Intuit.