

**Megan Reed**, Product Designer | [www.meganreed.com](http://www.meganreed.com) | reed.megan.n@gmail.com

Designer of experiences & interfaces. Advocate of the user. Into travel tech, startups, direct communication, collaboration at the intersection of high-tech & high-touch. Demonstrated success with solving problems, building products with remote teams & companies around the world. Hits the ground running across the full spectrum of UX design. Dabbles in coding, data, prototyping to bring wireframes and visual designs to life.

## Recent Experience

### **UX Product Designer** 2017-18 Remote

Responsible for end-to-end UX and product design for mobile/web apps and websites for **various projects**. Primary tasks include user research, UX strategy, wireframing & prototyping, usability testing, visual UI design.

### **Founder/Product Designer** 2015-18 Miami

**EveryBell** was designed for hotels to customize and scale their operations by bringing on-demand premium services direct to guests. Designed/developed/launched website & brand identity and drove business growth through establishing high-impact partnerships. Currently designing a web app that hotels can use to manage service execution and a mobile app for direct-to-guest communication.

### **Senior Manager, Marketing & Product** 2013-14 Singapore

**Stamford** is a prestigious high-growth education tech company, part of Cognita Worldwide. Creative direction from concept to launch on all digital products and marketing campaigns, including web & mobile apps and website. Managed a local team of 13 and collaborated with remote team of 8 engineers and designers to drive business growth of 600% year-over-year. Directed entire product design cycle to launch entirely new web portal that caused client retention and engagement to shoot up 165% after launch.

### **Product Marketing Manager** 2012-13 Singapore & Germany

**HRS The Hotel Portal** is the leading corporate travel booking portal in Europe. Startup in terms of culture, multi-national in terms of scope. Led the redesign and creative development of web platform training, responsible for presentation design and onboarding success resulting in increased engagement producing \$2M per campaign. Collaborated with product and engineering teams to improve functionality of platform for B2B onboarding and directly increased adoption by 200%.

## Skills & Tools

### **UX/UI Design & Front-End Development** Bloc.io 2017

### **B.S. Business Administration, Marketing** CCU 2006

**Continuing Education** Specialized courses, workshops, events focused on design systems & process, entrepreneurship, AI, voice interaction design

**Primary Tools** Sketch, Figma, InVision, HTML, CSS, Adobe Creative Suite, GitHub (open to and experienced in using others)

## Highlighted Projects

**UpStay Mobile App** Entire design cycle from concept-to-prototype of native mobile app. Also designed and delivered HTML/CSS prototype of showcase site.

**SommMe Mobile App & Chatbot Interaction** UX strategy & design for concept prototype of wine pairing app that dynamically adjusts the taste profile and resulting recommendations as users engage with chatbot. Also owned product brand identity development, UI design, user research.

**myStamford Web App** Launched myStamford Virtual Learning Environment - web application portal for information and communication management - in remote/agile environment. Championed user-driven product to drive quick results through iteration cycles and data-driven insights.

## Past Experience

### **Marketing | Product | Design** 2006-12 USA & Singapore

Began as an intern at **Intuit Inc.** marketing their small business solutions and tax deduction software products. Continued to lead marketing campaigns & design efforts for nutrition & fitness brands - **Vitamin World, GNC, PURE Fitness**. Early career culminated in driving guest experience initiatives at **Four Seasons Hotels & Resorts** and winning responsibility on a \$1M re-design project for new restaurant concept; creative direction, menu design, PR & event planning - recognized as #1 Big Island Restaurant and #1 Fine Dining Restaurant in Hawaii.