



Reed Snider

Experience Designer www.reedsnider.com

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Introduction

As a well-educated and experienced UX professional, I am prepared to take on any challenge. I have a tremendous determination that's driven by my unique desire to help others and solve problems. My user-focused mindset and extensive business experience has led to the creation of world-class web and mobile application experiences that engage users while still speaking to the defined business goals.

Experience

Digital Innovation Lab, CVS Health, Boston | MA

UX Designer

MAY 2017 - PRESENT

- Lead designer on the largest Lab project to date, encompassing all aspects of the CVS Pharmacy digital experience
- Consulted stakeholders and created prototypes in innovative spaces such as chatbot and voice technology
- Owned entire design process from initial ideation, wireframing and user flows, to final visual designs and assets/specs delivery
- Influenced key business decisions through the Google Design Sprint process acting as both facilitator and designer
- Initiated new UX and engineering team communication practices, aiming towards an Agile development methodology

Constant Contact, Inc. of EIG, Boston Area | MA

UX Designer

JAN 2017 – MAY 2017

- Created lean research plan for designers to get quick customer feedback, expediting informed design iterations within a sprint
- Introduced broader team to motion design tools and best practices for more engaging interactions
- Designed new features within the constraints of a design system
- Introduced customer feedback text analytics software to UX team, strengthening the user-centered design process

User Experience Center, Boston Area | MA

UX Research & Design Associate

JAN 2016 – DEC 2016

- UX consulting services for Fortune 100 companies worldwide
- User experience design work to create wireframes, low to high fidelity prototypes for both mobile and desktop platforms

Education

Bentley University

M.S. Human Factors in Information Design
JAN 2016 – MAY 2017

Westmont College

*B.A Business and Economics
Studio Art Minor*
SEP 2006 – MAY 2010

Skills

UI Design

4+ years experience in Sketch
10+ years in Adobe suite

Design Theory

Academic background in human-computer interaction.

Design thinking process guide and brainstorming facilitator.

Psychology

Human behavior and visual perception knowledge.

Software

Adobe Suite

HTML/CSS

Sketch, Axure, InVision, Principle, Balsamiq, Google Analytics, Optimal Workshop,

Volunteering

The Possible Project

JUN 2016 – PRESENT

Advisor Panelist

Instructor and panelist for afterschool program helping students learn how to create a business plan, pitch their business ideas and execute their business goals.

Cont'd from UX Research and Design Associate

- User research to develop personas, measure analytics, design journey maps and user flows to visualize customer experiences
- Conducted usability tests, data analysis and shaped usability reports for both physical products and digital interfaces

AppFolio Inc., Santa Barbara | CA

Senior Web Producer

JULY 2014 – JAN 2016

- Adapted human-centered design approach to create websites, focusing on user requirements and product & business goals
- Engineered new onboarding process for team to increase employee efficiency and customer satisfaction in service offerings
- First senior-level promotion across team of 15+ employees
- Lead initiatives and showed willingness to employ strategy change

RS Designs, Santa Barbara | CA

Owner / Graphic & Web Designer

MAY 2013 – OCT 2014

- Started my own business as a boutique design agency
- Networked and built relationships with local community
- Coded HTML/CSS websites and customized Wordpress sites
- Designed logos from initial pencil sketches to digital versions
- Monitored website analytics and social media campaigns

Cont'd from Volunteering

Santa Barbara Public Library

JAN 2013 – DEC 2015

Adult Literacy Tutor

Taught English as a second language for local residents and non-natives to help them integrate into society and develop practical skills that increase employment options.