



Reed Snider

UX Designer

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Experience

User Experience Center, Boston Area | MA

UX Research & Design Associate

JAN 2016 - PRESENT

- UX consulting services for Fortune 100 companies worldwide
- User experience design work creating wireframes, low to high fidelity prototypes for both mobile and desktop platforms
- User research developing personas, measuring analytics, designing journey maps and user flows to visualize customer experiences
- Conducting usability tests, data analysis and shaping 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 business as a boutique design agency
- Networked and built relationships with local community
- Designed and developed websites and graphics

Education

Bentley University, Waltham | MA

M.S. Human Factors in Information Design

JAN 2016 – MAY 2017

Studying human behavior and perception that will inform user research and product design in an effort to improve user experiences.

Westmont College, Santa Barbara | CA

B.A. Business and Economics, Minor in Studio Art

SEPT 2006 – MAY 2010

Liberal arts school, learned business process & theory; minor in design.

Skills

Graphic Design

10+ years experience in Photoshop and Illustrator

Design Theory

Academic background in user experience design, 2D & 3D design principles.

Design thinking process guide and brainstorming facilitator.

Psychology

Human behavior and visual perception knowledge.

Software Development

Worked in an Agile project management environment within a progressive SaaS company.

Software

Adobe Suite

HTML/CSS

Sketch, Axure, InVision, Balsamiq, Google Analytics, Optimal Workshop, Camtasia Video Editing, Slack

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.