

Mike Reed

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612.442.6929

Senior UX / UI Designer

SOFTWARE

SKETCH ★★★★★

INVISION ★★★★★

AXURE ★★★★★

ADOBE CS ★★★★★

DEVELOPMENT

HTML ★★★★★

CSS ★★★★★

JS ★★★★★

PHP (MVC) ★★★★★

SQL ★★★★★

ABOUT

Senior UX / UI designer with 8+ years experience. Worked in both waterfall and agile environments, and directly with business leads as well as product managers to bring numerous successful e-Commerce and SaaS products to market.

EDUCATION

Master's Degree

Virginia Commonwealth University
Art Direction / Design

Bachelor's Degrees

Indiana University - Bloomington
English and Telecommunications

EXPERIENCE

Senior UX/UI Product Designer

AON TRP Division (Modern Survey), March 2017 to Present

- Redesigned the Modern Survey UI. Lead the user research, content audit, and design efforts for this.
- Established the first style guide for the platform including typography, colors, form elements, layouts, and more.
- CEO, business leads, product manager and myself decided to sunset all existing software and relaunch starting from scratch. Launched 3 major applications this year: a SaaS org manager, question library, and a SaaS survey builder. Lead the user research, wireframing, prototyping/testing and design efforts for these applications.
- Have lead various LEAN UX-style workshops for the division.

Associate Creative Director - UX and Interactive Design

Best Buy eCommerce Experience Team, June 2015 to September 2016

- Managed a team of 6 UX designers on all facets of the Best Buy website within the Home Business Group categories (appliances, TVs, cameras, home tech, etc).
- Lead UX and design efforts on many content and web application launches including the camera buying application, interest-based sales page, technology moving checklist, Blue Shirt in-home consultation, and more.

- Established ESG, the eCommerce Style Guide. This platform cut design and development time on all eCommerce Experience projects by more than 50%.

Contract Senior UX and Interactive Designer

Best Buy eCommerce Experience Team, July 2014 to June 2015

- Worked on various new Best Buy eCommerce experiences, including the 3D product viewer, wedding registry relaunch, corporate credit card site, sale page redesigns, and more.

Freelance UX/UI Designer

June 2012 to July 2014

- Partnered with numerous interactive and design firms throughout San Francisco. Worked on UX and designs efforts for Toyota, iShares, Lake Tahoe Tourism, Samsung, GIG, Sprint and many other clients.

Freelance Interactive Designer

January 2009 to June 2012

- Worked on interactive projects for Kashi, Wells Fargo, Red Lobster, Sex and the City 2, Lipton Tea, and more.
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