

Mike Reed

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Lead Product Designer

TOP SKILLS

- Guiding teams and large products to market, from initial user research to final UI designs.
- Expert in user research and testing methods and best practices.
- Leading creation of large, scalable UI systems and libraries based on Atomic Design principles.
- Conducting design-thinking workshops to accelerate products to market.
- Implementing and maintaining products based on human centered design and UX principles.
- Agile processes and best practices.
- Software expertise in Axure, Invision, Sketch, Figma, Photoshop
- Expert at HTML, CSS (Less and Sass) and JavaScript. Experienced working with Angular, React and Vue and with the concept of component-based libraries.

ABOUT

Experienced product design (UX/UI) manager who has led numerous successful consumer apps, eCommerce platforms, SaaS products, and analytics and management consultant tools to market – with proven business results.

EDUCATION

Master's Degree

VIRGINIA COMMONWEALTH UNIVERSITY
DESIGN / ART DIRECTION

Bachelor's Degrees

INDIANA UNIVERSITY - BLOOMINGTON
ENGLISH AND TELECOMMUNICATIONS

EXPERIENCE

Lead Product Designer

KINCENTRIC, TORONTO OFFICE
NOVEMBER 2018 - PRESENT

- Manage the UX/UI team (3 designers) for the Kincentric SaaS employee analytics and consulting platform, with +\$75 million in revenue.
- Led the complete overhaul of the platform's UX strategy and UI design. Launched 5 new applications that have to cut project lead time for projects down by 90% and helped win over \$15 million in new business.
- Led the deployment of first Sketch library and style guide, working in conjunction with the development team to implement in React.js. This gave the design team the ability to support a 50% greater workload.

Senior Product Designer

KINCENTRIC, MINNEAPOLIS OFFICE
MARCH 2017 - NOVEMBER 2018

- Led a platform-wide audit including reviews of the taxonomy, interfaces, information architecture, user flows and in-depth user interviews of all existing Kincentric products.
- Worked on the design and user testing efforts of various Kincentric properties, including the main analytics pages, survey reporting setup, and email monitoring application.

Associate Creative Director - UX/UI

BEST BUY, ECOMMERCE EXPERIENCE TEAM
JUNE 2015 - SEPTEMBER 2016

- Managed the UX/UI team (6 designers) that deployed all the Home Business Group sales pages and custom eCommerce experiences. These pages delivered 20% YoY increases in sales, to +\$500 million a year.
- Led team that launched the 360 Virtual Appliance viewer. This product helped conversions on appliance pages increase between 3 to 15%.
- Established ESG, the eCommerce Style Guide. This platform cut design and development time on all eCommerce Experience projects by more than 40%.

Senior UX/UI Designer

BEST BUY, ECOMMERCE EXPERIENCE TEAM
JULY 2014 - JUNE 2015

- Worked on various new and existing Best Buy products including the re-launch of the wedding registry, the camera picker app, the wireless carrier app, re-launch of the corporate credit card site, and more.

Freelance UX/UI Designer

JANUARY 2009 - JULY 2014

- Partnered with numerous businesses to solve user and business problems. Worked on UX research and UX design efforts for Toyota, iShares, Lake Tahoe Tourism, Samsung, GIG, Sprint and many other businesses.