

# AIMÉE REED

[www.salutaimeedesign.com](http://www.salutaimeedesign.com)

415-306-2547 | [aimeereed@gmail.com](mailto:aimeereed@gmail.com)

**Experience/Interactive Designer** with a background in art curation and writing and over 6 years experience working with digital products and digital branding. Adept in conceptualing, ideation, prototyping and communicating designs, as well as managing and mentoring. Additional experience with HTML5/CSS/JS, as well as conceptualing and directing photoshoots.

## EXPERIENCE

### AKQA // Senior User Experience Designer (Freelance) // Portland // July 2017 - Present

Contract position to join team charged with redesigning the website experience for a Fortune 500 energy company based out of Houston, TX. My responsibilities vary from content strategy, to wireframing, to creating prototypes to for A/B testing. Also responsible for iterating how overall experience translates from desktop, to tablet, to mobile. In addition, played a pivotal role in streamlining communication between design and development to help refine process.

### eROI // Senior Visual Designer // Portland // Feb 2016 – July 2017

In this role, I was tasked with helping to expand and develop the agency's UX capabilities as well as lead a team of two designers, one junior designer and one intern. Responsibilities included overseeing and participating in activities and deliverables as they relate to client side presentations, design research, ideation, site maps, customer journeys, wireframing, design direction and implementation, asset delivery to development and QA. Additionally, oversee UI for all team's digital products as well as making sure the digital experience was ADA compliant. Main clients were **iQ Credit Union**, **Kaiser Permanente**, **Marmoset Music** and **Emerging Leaders Internship Program**.

### Nextbus/Cubic Transportation Systems // Product Designer (Contract) // California // Aug 2015 - Current

Design Lead on a variety of projects helping to create UI/UX for mobile platforms and interactive UI for large LCD screen displays. Currently serving as Design Lead for a mobile product to be incorporated into an eco-development in South Dubai.

### GlobeSherpa // UI/UX Designer // Portland, OR // Jul 2014 – April

Served as Lead Designer on branding look and feel for San Francisco Muni Bus & Rail mobile ticketing application. Overall, was responsible for working with driving UX/UI for transit agencies mobile ticketing platforms.

### Chehalem Cultural Center // Arts Coordinator | In-house Design Lead // Newberg, OR // Nov 2013 – Jan 2014

Served as in-house designer and web content manager. In this role I produced the majority of graphics for all things that are Chehalem Cultural Center. This included the website (Wordpress platform), all marketing materials (exhibition card, posters, flyers, catalogs, etc.), as well as any marketing materials that may be needed.

### Susan Hayes Handwovens // Art Director(Contract) // Point Reyes Station, CA // Nov 2009 – Current

## EXTRACURRICULAR

### Ladies' Night PDX // Creative Director // Portland // April 2017 – Current

Currently serve as the Creative Director for Ladies' Night PDX, a professional networking group for women in tech (and beyond) in Portland. We produce quarterly Happy Hour events where we partner with large agencies/companies who serve as host. This fall, we kicked off an education series where we bring in specialist to answer specific questions from our community. Currently, we have over 1100 members.

## EDUCATION

Pacific Northwest College of Art  
Portland, OR  
BFA, Communication Design

San Francisco State University  
San Francisco, CA  
MA, Art History

University of Oregon  
Eugene, OR  
BA, Spanish

## SKILLS

Adobe Creative Suite  
HTML/CSS/JQUERY  
Sketch/InVision  
Art Direction  
Flinto  
Adobe After Effects  
Project Management  
Spanish/French