Aimée Reed

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EXPERIENCE

Facebook, New York
AUG 2020 – PRESENT
- Product Design Lead

As a Product Design Lead in the Entertainment Org, I currently oversee strategy and design implementation for the Live Audio Social product, working with a number of cross-functional partners to help steer the design of the product from concept to completion. Previously, served as the Product Design Lead for the News

Postlight, New York
APR 2019 – PRESENT
- Director of Product Desgin

Serves as a Director of Product Design, overseeing a team of nine designers, with five direct reports. Additional duties include being an individual contributor for digitial products for the following clients: MTA, Lifescan, The Baffler, and the National Humanities Center.

Quickframe, New York
JAN 2019 – MAR 2019
- Head of Design

Served as the Head of Design at an R/GA Ventures start-up based in Manhattan implementing design process and setting the vision for multiple product lines.

AKQA, New York + Portland
JUL 2017 – JAN 2019
- Senior UX Designer

Verizon, NRG, Microsoft, Nike
UX Lead for Verizon dotcom team. Oversaw the majority of UX and design deliverables across four workstreams. This required me to work closely with key stakeholders on the Verizon side to identify and problem solve for issues that arose for the current rebuild. Previously, served as the UX Lead on the redesign of a web app for NRG, a Fortune 500 energy company based out of Houston, TX.

eROI, Portland
FEB 2016 – JUL 2017
- Senior Visual Designer

Kaiser Permanente, iQ Credit Union, Marmoset Music
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 deliverables as they related to client-side presentations, design research, ideation, sitemaps, customer journeys, wireframing, design direction, and implementation, asset delivery to development and QA.

NextBus
AUG 2015 – AUG 2017
- Lead Product Designer

Design Lead on a variety of projects helping to create UI/UX for mobile platforms and interactive UI for large LCD screen displays for clients such as San Francisco Muni and Atlanta Streetcar. Also served as lead on a mobile product to be incorporated into an eco-development in South Dubai.

Globesherpa
AUG 2015 – aug 2017
- Lead Product Designer

Served as Lead Product 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.

EDUCATION

Pacific Northwest College of Art
BFA, Communicatino Design

San Francisco State University
MFA, Art History

University of Oregon
BA, Spanish

SKILLS

Figma
Prototyping
Project Managment
Digital Branding
Art Direction
Data + Analytics
User Testing