

Holly Reynolds

Product Designer

Roswell, GA

Senior level designer with extensive experience designing solutions for complex UI and UX problems

Skills

Creative Leadership

Design Thinking

Design Sprints

Wireframing

Prototyping

Visual Design

Interaction Design

HTML

CSS

LESS

SASS

Sketch

InVision

Figma

Find Me

hollyreynolds.net

twitter.com/caspergrl

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Airship

2018 - present

Lead Product Designer

Lead new customer discovery sessions which include stakeholder interviews, creating wireflows while collaborating with the customer and team (typically a PM, lead dev, sales lead and myself), build and test prototypes when necessary with users and create high fidelity designs of final product. Also responsible for ensuring the UX and quality of the design is preserved once in the development phase.

VersionOne

2013 - 2018

Interaction Designer

Led design efforts for new features and products from ideation to production (sketching, wireframing, creating and testing prototypes with users as well as other quantitative and qualitative research). Collaborated daily with team (Product Owner, internal stakeholders and developers) to ensure designs met customer and business needs.

Marketing Web Designer

Handled nearly all creative and development requests for the team including maintenance of existing sites, designed and built new creative elements for campaigns such as websites, landing pages, emails, flyers and banner ads.

Transamerica / WFG

2001 - 2013

Senior Web Designer

Senior creative with a small team responsible for designing and building the UI for new products and features in a large web-based application for insurance agents.

Monarch Computer Systems

2001 - 2002

Webmaster

Managed content and created all graphics for eCommerce site. Also was in charge of all design & development changes for blog (built in PHP). Designed t-shirts, banners and managed content for affiliate sites.

Outweb

2000 - 2001

Front End Web Developer

Built front end of pre-designed sites from the ground up as well as made any alterations per the client's request. Ran weekly visitor traffic reports for client sites (Webtrends).

Additional history can be found on my LinkedIn profile