Holly Reynolds

Senior Product Designer

Big Canoe, GA
iam@hollyreynolds.net

Senior level designer, UX boot camp instructor at Ga Tech, speaker, design mentor

Skills

Design Strategy

Design Thinking Processes

UX Research Methodologies

Wireframing

Prototyping

Visual Design

Interaction Design

HTML

CSS

Figma

Sketch

InVision

Design Mentor

UX Instructor

Find Me

hollyreynolds.net

linkedin.com/in/hollyreynolds/

twitter.com/caspergrl

dribbble.com/caspergrl

medium.com/@caspergrl

GitLab   2019 - present

Senior Product Designer - Plan

Responsible for end-to-end design starting with ideation through iterating on and improving products after they're in the hands of the customer. This process includes either working with the stakeholder (often PM) for solution validation once the problem has been validated or driving a new idea myself to improve the user experience and address business goals. Also responsible for creating all necessary design deliverables, participating in design reviews and presentations, collaborating heavily with other designers, PMs, engineers and others as needed, conducting user research to validate problems and solutions, contribute to UX and org-level OKRs.

2U / Georgia Tech   2019 - 2021

UX / UI Bootcamp Instructor, Mentor, Tutor

Part-time intructor for 6-month courses at Georgia Tech. Lead classes of 20-40 adult students with material including two months of UX fundamentals and research methodologies, two months on visual and interaction design, then two months on HTML, CSS and basic FE coding. Responsible for teaching the course, grading projects and providing feedback on assignments, mentoring and providing guidance to students. In between classes, I often mentor and tutor students as needed.

Airship   2018 - 2019

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 maintainence 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.