



Holly Reynolds

Lead Product Designer

Big Canoe, GA

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Lead designer, UX boot camp instructor at Ga Tech, speaker, design mentor (IxDF, ADPList)

Skills

Design Team Management
Design Strategy
Design Thinking Processes
UX Research Methodologies
Wireframing
Prototyping
Facilitating Ideation Sessions
Visual Design
Interaction Design
Data Analysis
Miro
Mural
HTML
CSS
Figma
Sketch
InVision
Design Mentor
UX Instructor
People Management

Find Me

hollyreynolds.net

linkedin.com/in/hollyreynolds/

twitter.com/caspergrl

dribbble.com/caspergrl

medium.com/@caspergrl

Pendo.io

2022-Present

Product Design Manager - Engage (Core), Analytics

Player-coach role managing two designers and acting as a Lead IC designer for the pillar of analytics (consists of three engineering teams). This includes developing and evaluating progress of their growth track, mentoring and providing feedback on their designs, and general management responsibilities. Responsible for creating all design deliverables (low-high fidelity designs, prototypes dev-ready documentation, flows, and more) for one of three analytics teams while also overseeing the design work for the other two teams. This includes mentoring other designers, working with product to define the vision and strategy for analytics within the product, creating measurable outcome-based goals and developing plans for iterating based on those goals. Also responsible for helping to identify cross-team collaboration and alignment opportunities, as well as contributing to the design system planning.

GitLab

2019 - 2022

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, contributing to UX and org-level OKRs as well as contributing to the Pajamas Design System.

2U / Georgia Tech

2019 - 2022

UX / UI Bootcamp Instructor, Mentor, Tutor

Part-time instructor for 6-month courses at Georgia Tech. Led classes of 20-44 adult students through two months of UX fundamentals, 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.

Transamerica / WFG

2001 - 2013

Senior Web Designer

Senior designer 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.