

Chelsea Reyes

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Head of Product Design

FULL STACK DESIGN – PRODUCT STRATEGY – TEAM LEADERSHIP

Customer-centric Head of Product Design with startup mindset offers 15 years' experience overseeing design production strategies from inception to launch across multiple industries including non-profit, ecommerce, social media, and information technology. Leads, scales, and aligns high-performing design teams with focus on user-centered research, gathering requirements that inform design direction of new products, features, and functionality that ensures cohesive, integrated user experiences and high-quality delivery. Collaborates with partners in engineering and product management to create and prioritize product roadmaps and design-centered functional enhancements.

Professional Experience

DIRECTOR, PRODUCT DESIGN

05/2018 – PRESENT

Highspot, Seattle, WA

Supported design team through enormous growth, assuming responsibilities from a Senior IC to Product Design Manager for team of 5 designers over 1.5 years while still producing designs as IC. Released two pivotal products during tenure and earned promotion to Director to oversee newest product offering, Training & Coaching. Currently oversee 4 designers and contribute to growth and strategy of product design team as well as process improvements for increased efficiency.

Drove 0% to +70% product accessibility as SME and design lead on WCAG 2.0 AA compliance efforts

- Improved product usability and created opportunities for new customer contracts
- Audited existing product and suggested key workflow improvements for maximum impact on product
- Collaborated with engineers and acted as QA for final testing, creating testing compliance spreadsheet for reuse
- Provide mentorship in design accessibility, winning 2nd place as part of team in 2020 Accessibility Internet Rally

Increased monthly viewership over 400% and new page creation 350% over 2 years with Smartpages platform release

- Worked with one other designer to define vision for feature to maximize use of under-utilized beta product
- Convinced and aligned management, stakeholders, and project team with vision
- Collaborated on feature implementation and with engineers to ensure pixel perfection released to customers

Built 0 to 1 Training & Coaching product, contributing to 20%+ of revenue 1.5 years after releasing for general availability

- Planned, designed, and delivered Highspot's second-ever product that added capability to existing platform
- Managed team of designers to plan, design, and deliver high-quality product in 10 months
- Continually met with stakeholders to share progress and maintain alignment with goals

Grew team of 4 to 28+ designers over 3.5 years in order to scale with business

- Functioned as key participant in majority of design team interviews
- Collaborated with VP of Design to forge growth plans for team
- Created team building opportunities and processes to ensure efficiency during growth

Acting Head of Product Design for Dec 2022 – present while Chief Design Officer is on personal leave

- Managed a team of 3 managers/directors and 13 IC product designers
- Organized efforts for a product-wide UX and UI refresh
- Invited to speak on behalf of design at company's annual kick-off conference

Key Competencies & Skills

DESIGN SKILLS

Types Human-Computer Interaction (HCI), User Experience Design (UX Design), User-Centered Design, Visual Design, User Interface Design (UI Design), Interaction Design, Web Design, End-to-End Design, Responsive Design, Mobile App Design
Process Design Thinking, Usability Testing, User Research, Prototyping, Wireframing, Information Architecture, User Journeys, User Flow, Storyboards, Story Maps, Analytics – Google and Hotjar
Specialties Accessibility, SaaS, B2B, B2C

SOFT SKILLS

Change Management, Communication, Team Coordination, Leadership, Conflict Resolution, Process Development, Data Research & Analysis, Strategy & Vision

TOOLS

Adobe Creative Cloud, Balsamiq, Invision, Axure, Craft, Zeplin, Sketch, Figma, HTML/CSS/LESS, Bootstrap, Miro, Usertesting.com

Education

BACHELOR OF FINE ARTS (BFA)

VISUAL COMMUNICATION DESIGN

Cornish College Of The Arts, Seattle, WA

ASSOCIATE OF APPLIED SCIENCE (AAS) MULTIMEDIA DESIGN AND PRODUCTION

Lake Washington Institute Of Technology, Kirkland, WA

UX DESIGNER

05/2017 – 01/2018

Garrigan Lyman Group, Seattle, WA

Served as UX specialist on project teams. Produced briefs, business requirements, sitemaps, user flows, usability test plans, wireframes, prototypes, specifications for developers. Gained experience with both B2C and B2B projects, responsive websites and portals, product development, complex and challenging information architecture. Conducted quantitative and qualitative usability testing. Acted as team product owner to help manage complex designs, maintain vision, and assisted team to collaborate and stay informed and focused.

Upheld design integrity for large projects by improving, simplifying, and standardizing design processes and systems

- Coordinated with all project stakeholders (client, manager, copywriter, visual designer) to maintain alignment
- Created design system with comprehensive documentation to enable sharing and reuse
- Implemented new tool and process allowing easier transition between UX and visual design handoff

Saved client money on project by conducting quantitative and qualitative usability testing prior to development

- Prepared high-fidelity wireframes for application in the usability testing tool
- Set up usability test including questions and selection of participants
- Analyzed results of usability test and produced actionable insights resulting in minor design tweaks

Reduced complexity of client's external marketing website and internal portal by auditing information architecture

- Simplified content, condensing, combining, or deleting number of pages to ease user cognitive load
- Ran card sort exercise to determine where users would expect to access specific content or topics
- Presented revisions to client and obtained approval for new information architecture

UX DESIGNER, TEAM LEAD

07/2014 – 05/2017

Provoke Solutions, Bellevue, WA

Oversaw end-to-end UX product design. Conducted requirement gathering workshops and user research activities including user flows and user journeys. Defined goals and success metrics, wrote briefs, user stories, and information architecture documents. Employed Agile process for quick iterations under ambiguous and constantly shifting priorities in high-energy environment. Articulated design decisions to product owners and executives. Created prototypes and high-fidelity comps to obtain end-user feedback via usability studies. Performed occasionally as front-end developer, using Visual Studio to turn designs into functioning code, utilizing Bootstrap framework and HTML5/CSS3/LESS.

Contributed to success of small startup agency by acting as project manager, designer, and occasional developer

- Gathered requirements, defined goals and success metrics, and wrote user stories for smooth project kickoffs
- Oversaw entire design process of research, wireframe concepts, and polished visual designs as sole designer
- Handed off design to development team including producing redlines, style tiles, and LESS variables

Earned promotion from junior level to team lead within 2 years by managing multiple complex projects and clients

- Served as first designer for company's US office, working as sole designer for 2 years
- Created project processes to streamline timelines, increase efficiency, and meet deadlines and budget
- Hired and mentored junior UX designer once client portfolio grew to support additional work

Other Relevant Experience

PRINCIPAL DESIGNER/OWNER

09/2008 – PRESENT

Pencil & Mouse, Bellevue, WA

Full range of design, from web and print to ux/ui and illustration, specializing in identity packages and brand storytelling.

VISUAL WEB DESIGNER

01/2014 – 05/2014

Allrecipes.com International, Seattle, WA

WEB GRAPHIC DESIGNER

09/2013 – 01/2014

Zumiez, Lynnwood, WA

ASSOCIATE DESIGNER

10/2012 – 09/2013

Blue Nile, Seattle, WA

Languages

AMERICAN ENGLISH – Native

MEXICAN SPANISH – Fluent

GERMAN – Basic