

PRESTON REED

**PRODUCT DESIGNER
VANCOUVER, WA**



(803) 730-2604



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prestonareed.com



/in/preston-reed

QUALITIES

Accountable
Feedback Driven
Problem Solver
Self-Motivated
Strong Collaborator

SKILLS

Research

Competitor Analysis
Data Analysis (Google Analytics)
Persona Creation
Task Development & A/B Testing
User Interviewing

Design

Brand Design Systems
Motion Design (After Effects)
Rapid Prototyping
Style Guides & Storyboarding
User Flow Maps
Wireframes & Mockups

Collaboration

Adaptable Teammate
Communicative
Detail Oriented
Facilitating Design Feedback

Software

Adobe Creative Suite
Canva
Figma
InVision
Zoom

PROFILE

I am a creative problem solving designer with three years of experience crafting desirable products and user experiences. I am especially skilled in implementing research into my design process to develop complex solutions that support a client's brand. I thrive in diverse teams with the goal of improving the lives of users.

EXPERIENCE

CMDC Studios - UX/UI Team Co-Lead & UI Artist

Jun 2021 / [behance.net/prestonreed/huli](https://www.behance.net/prestonreed/huli)

Leading a team of UX/UI designers in the creation of two websites, wire flows, mockups, and user interface assets for a 2D side scrolling video game.

- Cooperated with Art direction, Game Design and Programming for designing the user interfaces of our product
- Designed and created UI components (ex. menus, in-game HUD elements, etc.) from paper sketches to visual mockups in Adobe Illustrator
- Collaborated with UI programmers in Unity to realize assets in-game
- Upheld user experience principles across all aspects of the project

The NEXT - Electronic Literature Organization Project - Video Lead

Jan 2021 - June 2021 / prestonareed.com/the-next

Lead a team of designers and video editors in the creation of multimedia content for an international arts organization.

- Oversaw production of 33 videos with the goal of increasing user experience within the virtual space
- Interviewed electronic literature artists and scholars from across the globe
- Ensured user accessibility by developing ADA compliant captioning for videos
- Responsible for video team maintaining client branding across all assets

UX Freelancing - UX Researcher & Designer

Feb 2019 - Present / prestonareed.com/

Completing varied web and mobile-based projects for local businesses remotely.

- Conducting primary and secondary user research on target audiences to identify pain points
- Designing wireframes, user flows, and functioning high-fidelity prototypes based on analyzed data to test user experience concepts
- Directing A/B testing to measure user satisfaction with concepts
- Producing UX deliverables to demonstrate my research and design process end-to-end for clients

EDUCATION

Washington State University Vancouver

Sep 2019 - May 2021 / **Bachelors of Arts in Digital Technology & Culture**

- Concentration in UX/UI and Multimedia Design
- Minor in Business Marketing
- 3.8 GPA
- Stuart Moldaw Scholarship
- Graduated Magna Cum Laude May 2021

Lower Columbia College

Aug 2016 - June 2019 / **Associate in Arts**

- Department of Business 2019 Student of the Year Award