

# WILL REESE

## UX DESIGNER

### WORK EXPERIENCE

#### DISCOVER FINANCIAL SERVICES • 1/2023 to Present

Radiant Design System • Product Designer • 7/2024 to Present

- Performed competitive analysis to provide best in-class component design and integration into our design system
- Supported cross-functional teams, as a leader in design system use, design reviews and developmental alignment
- Created, updated and maintained component functionality and guidance for our design system libraries
- Relied on accessibility knowledge to meet, improve and exceed industry standards

Person Loans • UX Designer • 1/2023 to 7/2024

- Evaluated loan application process for ways to simplify and increase application conversion rates
- Designed and presented suggested small, quick changes based on evaluation
- Developed and/or improved customer user experiences at various points of our customer life cycle
- Oversaw user experience design projects to ensure cohesive user experiences throughout customers journeys
- Partnered with development teams to ensure user experience designs are effectively executed on

#### BEST BUY • December 2021 to July 2022

Senior User Experience Designer

- Evaluated career site to improve upon the presentation of content and functionally of the job search
- Evaluated current onboarding process, pain points and opportunities to simplify a new, automated process
- Collaborated with designers, product owners and stakeholders in workshops

#### STATE FARM • October 2020 to November 2021

User Experience Generalist

- Analyzed and redesigned sales associate quoting software
- Developed information architecture, designs and documentation
- Lead, guide and execute sales associate journey maps and brainstorming sessions
- Evaluated and discussed design direction with stakeholders, engineers, UX team members and business analysts

#### NCR • March 2019 to March 2020

User Experience Designer

- Presented designs and recommendations in weekly meetings
- Collaborated with designers, product owners and developers for design improvements
- Created prototypes, user scripts, questions and surveys for user research and testing
- Compiled and presented research results for discussion and feedback

#### UPS • April 2018 to March 2019

User Experience Designer

- Collaborated with cross-functional teams to understand design needs/changes
- Used standard design methodologies, usability studies and website heuristics to design user interfaces
- Designed annotated wireframes and screen flows to visually provide design changes
- Presented wireframes for review to ensure comprehension and agreement

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## UX DESIGNER

### WORK EXPERIENCE (CONT)

#### AMERICAN CANCER SOCIETY • November 2017 to November 2018

Graphic Designer

- Converted current ACS design templates for marketing campaigns and production usage
- Used online ad builder system to create end user interface for marketing campaign assets

#### AT&T • October 2016 to January 2017

User Experience Designer

- Responsible for brainstorming and updating experiences for customers
- Built and refined wireframes of key customer-facing att.com webpages
- Adhere to corporate design standards for redesigned mobile and responsive pages
- Created usability experiences based off user stories

#### ANTHEM INNOVATION STUDIO • April 2016 to October 2016

UX/UI Designer

- Collaborated with business to drive cross-platform requirements and solutions
- Created wireframes, site maps, mockups, prototypes and artifacts to describe the intended user experience
- Creatively evaluate pain points and opportunities, conduct competitive analysis and connect with research insights
- Facilitate workshops to creativity vent out innovative health care related projects

#### WILL REESE DESIGN • November 2012 to July 2022

Creative Director

- Performed client interviews to determine user experience needs
- Conducted competitive analysis on similar websites
- Built user friendly navigation with A/B design comps for client

### EDUCATION

#### General Assembly • Atlanta, GA • December 2015 to February 2016 • UX Design Immersive

- Dynamic and collaborative 10 week (400 hours: 10-hour days/5x per week) accelerator program covering the full range of UX/UI disciplines, practices, and tools—from field and analytical research to high-fidelity deliverables and interactive prototypes

#### Ohio State University • Columbus, OH • September 1991 to December 1995

- BA in Journalism
- Major: Advertising

### TOOLS

Sketch • Figma • Keynote • Photoshop • Illustrator • Indesign • Marvel • Maze  
Invision • POP • WordPress • CSS/HTML Hacking • Pencil & Paper • My Brain