

Reid Weigner

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EDUCATION

Northeastern University

Boston, MA (9/21 - Present)

- MS in Experience Design

General Assembly

Atlanta, GA (5/19 - 8/19)

- User Experience Design Immersive course with 5 projects and 400 hours of in class experience.
- Received the "Iteration Award" for most improvement.

University of North Carolina at Asheville

Asheville, NC (8/08 - 5/13)

- BA in Music, 3.53 GPA.
- Focused on Percussion and Composition.
- Awarded Departmental Distinction in Music.

SKILLS

Adobe XD, Sketch, Figma, Miro, Google Docs/ Sheets/ Forms/Optimize, HTML, CSS, Zapier, Canva, Webflow, Squarespace, Cognito Forms, Typeform, Trello, Hotjar, Zeplin, Logic Pro X, Finale, Musescore

Qualitative and Quantitative Research Methods, Affinity Mapping, Wireframing, Prototyping, Usability Testing

WORK EXPERIENCE

Research Assistant - Northeastern University College of Media, Arts, and Design | *Boston, MA (10/21 - Present)*

- Misinformation - Researching the context in which people consume content using quantitative and qualitative research methods. Results will be used to inform design decisions that will prompt people to reflect on the type of content they choose to consume and spread.
- Human-robot interaction - Researching and designing cues for micro-predictability in unscripted human-robot interactions.

UX/UI Designer - MusicNBrain | *Remote (12/20 - 2/22)*

- Sole UX/UI Designer on a small team building a platform centered around music recitals.
- Conducted user interviews, synthesized data, advocated for users, revamped the registration process, and built their website using Webflow.
- Developed a framework for the life cycle of an event, from announcement to the post-event email. All events have been well attended.

Web Designer - Freelance | *Remote (8/19 - 1/22)*

- Designed 27 websites for a wide range of clients based on current trends, web accessibility standards, user feedback, and website analytics. Many clients have seen increases in web traffic since launching.
- Conducted research studies and evaluations to update sitemaps and user flows when necessary using heuristic evaluations, surveys, card sorting, contextual inquiries, and usability tests.

Product Designer/Researcher - The Cat Doctor | *Atlanta, GA (11/19 - 3/20)*

- Worked with a vet clinic to uncover client trends by analyzing 30+ years of quantitative data, developing surveys, and distilling this into personas to establish the target audience, increasing ad conversion rates by 36%.
- Created and tested a wide range of wireframes, mock-ups, and diagrams using Adobe XD and Figma to facilitate feedback and align stakeholders.
- Convinced stakeholders to invest in an online "learning center." Designed, tested, iterated, and launched an MVP that resulted in a 12% increase in current clients return rates.

VOLUNTEER EXPERIENCE

Web/UX Designer | *Remote (12/19 - 9/21)*

- *Madison Morgan Cultural Arts Center* - Led the evaluation, redesign, and migration of their website, created a more intuitive way of organizing events, and trained staff to keep the website up to date.
- *Urban Rivers* - Updated homepage design and streamlined volunteer sign up process using Calendly, Zapier, and Google Sheets, saving the staff time and making it easier for people to sign up. After launch, all volunteer spots were filled within 24 hours.
- *Hackensack Riverkeeper* - Led the redesign & migration of their website.
- Estimated total impact of all projects: \$44,210.00.