

# Joanne Reynolds

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## SUMMARY

With 15 years of experience leading design for both consumer and custom applications across B2B and B2C markets, I bring a proven track record in guiding teams to define and execute digital experience strategies. My expertise lies in enhancing UI/UX for applications and websites by leveraging both quantitative and qualitative insights. I excel in strategic planning, team leadership, and execution, and am passionate about delivering high-impact design solutions that drive business growth.

## EXPERIENCE

Salesloft, Director of Product Design

Sep 2021 - Present

- Design an experience to empower salespeople to enhance their outreach efforts, efficiently manage their ongoing deals, accurately forecast future revenue streams, and continuously refine their selling skills.
- Increase overall platform adoption and improve CSAT score.
- Lead the strategic vision and execution of user-centered design across multiple work streams, enhancing user satisfaction by 5%. Through user research and thoughtful thinking, our design team won the Best UX/UI in a SaaS Product award in 2023.
- Oversee a cross-functional team of designers, researchers, and analysts, cultivating a culture of innovation and continuous improvement, resulting in a 7% increase in team productivity.
- Lead, mentor, and inspire a team of product designers, fostering their growth and development.
- Partner closely with product management to define product requirements, user stories, and ensure design aligns with product strategy and roadmaps.

Cars.com, Mar 2020 - Sep 2021

Senior Manager of Product Design

- Rebranded and redesigned [Auto.com](https://www.auto.com) to target millennial females.
- Increased awareness of [Auto.com](https://www.auto.com), drive adoption and return customers.

- Oversaw the day-to-day operations of the design team, including resource allocation, project assignments, and workflow management.
- Coached the team in translating complex user problems and business requirements into clear, effective, and engaging design solutions (user flows, wireframes, prototypes, high-fidelity mockups).
- Championed user research and usability testing initiatives, ensuring designs were data-informed and validated with users.
- Reviewed and provided constructive feedback on design deliverables to ensure high standards of quality, usability, and visual appeal.

Cars.com, Principal Product Designer  
Jun 2017 - Mar 2020

- Increased the number of consumers to return to the site and increased the number of dealers to list their vehicles on the site.
- Redesigned the core site experience (homepage, search, details) to increase return customers by 15%
- Redesign the internal CRM system for Admins to maintain records to retain dealer rates.
- Led the design and strategy for a critical site experience, fostering collaboration with product and engineering teams. Championed a data-driven approach through analytics tracking and A/B testing, identifying key optimizations that significantly boosted user return rates and surpassed targets early.
- Increased the product design team's impact by tripling its size and scope of responsibilities, achieved through strategic product decisions that put customers first and a compelling design vision. Offered key mentorship and career growth opportunities to designers, building a culture that prioritizes excellence and innovation.
- Improved user experience and satisfaction by implementing innovative design solutions that drove measurable enhancements in product usability while aligning design initiatives with business objectives.

HeathWallace, Global User Experience Lead  
Jan 2017 - Jun 2017

- The process for HSBC banking applications is inconsistent worldwide, costing the company significant amounts to maintain various workflows. Develop a

comprehensive workflow that includes all required and optional steps for applying to all types of banking applications in every region where HSBC operates.

- Led the redesign of HSBC's banking application to ensure global consistency, improving user experience and satisfaction.
- Managed a global UX team of six designers located in London, Hong Kong, Vancouver, and Chicago for the HSBC account, ensuring quality and consistency through knowledge sharing.
- Established a UX practice that drives design quality while fostering a culture of continuous improvement and innovation.

Centro, Senior User Experience Designer

Jul 2015 - Dec 2016

- A single digital platform that enables media buyers to bid on or purchase ad space from advertisers, eliminating the need for spreadsheets or phone calls to the advertisers.
- Led the integration of the Centro Platform, revolutionizing how people think about and purchase media online, resulting in a 13% increase in user engagement.
- Partnered with product managers to define feature priorities, conducted in-field research, and synthesized findings into user needs, thereby improving product-market fit by 10%.
- Facilitated brainstorming and design workshops while collaborating with developers to address technical limitations through iterative design, thereby reducing development time by 7%.

Grainger, Lead User Experience Designer Contract

Jan 2015 - Jul 2015

- It's a B2B e-commerce website where businesses can purchase bulk products online, rather than relying on Grainger's traditional catalog.
- Redesigned the facet navigation for Grainger's e-commerce site, resulting in a 25% increase in sales within the first quarter.
- Improved user experience through innovative design solutions, leading to measurable enhancements in product usability.
- Collaborated with diverse teams to align design initiatives with business goals, ensuring a unified user experience.

Humana, Lead User Experience Designer Contract

Jun 2014 - Dec 2014

- Simplifying the medicaid application process for seniors and their caretakers.
- Increased new user sign-ups for Medicare by 30%, a Humana bestseller.
- Led the self-service redesign portal for existing customers to manage their healthcare needs.
- Co-planned with stakeholders to create A/B testing that helped make strategic business decisions.

Razorfish, Associate Experience Director & Sr. Designer, Mar 2010 - Jun 2014

- Enhanced and simplified the auto, home, and life insurance quote and application process to increase the number of policyholders.
- Led the quoting and purchasing experience for State Farm, enabling customers to bundle and buy multiple products.
- Standardized and designed 5 mobile (iOS, Android) apps in one year, which resulted in the team growing by half.
- Assisted in drafting statements of work and making staffing decisions.
- Engaged with clients and users to gather their requirements.
- Translated complex business requirements and user research into tangible designs.
- Managed and mentored senior/junior designers.

## **EDUCATION**

DePaul University

Master • Human Computer Interaction • 2004 - 2007  
with Distinction

University of Illinois at Chicago

Bachelor • Liberal Arts in Mathematics and Computer Science • 1995 - 1999

## **SKILLS**

Facilitate Design Workshop • Stakeholder Interviews • Customer Journey Mapping • Usability Testing • Prototyping • Wireframe / Storyboarding • Site Maps/ User Workflows • Figma / Sketch/ Invision • Responsive Design • Mobile IOS and Android •