

## Kenzie Reed

**Location:** Seattle, WA | **Email:** [kenzie@ghostcatcreative.com](mailto:kenzie@ghostcatcreative.com)

**View portfolio:** [kenzie-reed.com](http://kenzie-reed.com) (Password: BruceWayne2024) | **LinkedIn:** [linkedin.com/in/kenziereed](https://www.linkedin.com/in/kenziereed)

### Summary

**Senior Product Designer** with **10+ years of experience** leading user-centered digital product design across e-commerce, gaming, and SaaS platforms. Passionate about creating intuitive, scalable, and data-driven experiences that align user needs, business objectives, and technical feasibility. Expertise in interaction design, user research, design systems, and accessibility, with a proven track record of improving conversion rates, streamlining workflows, and driving strategic UX investments. Adept at cross-functional collaboration, influencing stakeholders, and mentoring designers to elevate team performance. Committed to delivering high-impact, user-focused solutions that enhance engagement and business growth.

### Work Experience

#### Amazon | Senior Product Designer (UX Designer II)

10/2023 – Present

I lead **end-to-end UX strategy and design** for high-revenue features within Amazon's **North American Shopping Design Org.** Since joining, I have focused on **establishing structured processes, improving cross-team alignment, and increasing visibility into UX workflows.** Due to **organizational shifts within the Consumable Shopping Experience (CSE) team,** I have transitioned across multiple teams while continuing to drive **cohesive, user-centric solutions** that enhance **engagement and usability.**

##### Key Contributions & Achievements

- Defined UX strategy for **Baby Registry**, shaping the **North Star vision** for gifting & product discoverability.
- Led **research-backed UX improvements**, driving higher engagement & conversion rates.
- Optimized **workflows & cross-team alignment**, increasing UX team efficiency.
- Built & implemented **scalable design solutions**, advocating for **design system consistency.**
- Partnered with **PMs, engineers, & stakeholders**, ensuring UX integration across orgs.

#### Amazon Games | Senior Product Designer, Amazon Games iD (UX Designer II)

09/2021 – 10/2023

I led UX and product design for **Amazon Games iD**, an identity management system enabling seamless authentication and cross-platform player experiences. As the sole UX designer for three V1 products, I developed **scalable design solutions** while collaborating with engineering, product, and research teams to refine usability across **web and native desktop applications.**

##### Key Contributions & Achievements

- Designed & launched **Amazon Games iD**, a centralized player identity system for account management.
- Led UX for **two web applications & a native desktop app**, ensuring a seamless authentication & account experience.
- Developed a **scalable, theme-able Figma Design System**, reducing design-to-development turnaround time.
- Conducted **usability testing across diverse user groups**, refining onboarding & authentication flows.
- Partnered with **PMs & engineers** to define identity workflows & influence product roadmaps.

#### Verizon Media - Xbox Advertising

05/2018 – 09/2021

#### Product Design Manager (Art Director) | 01/2021 – 09/2021

After two years as a **Senior Product Designer**, I was promoted to **Product Design Manager, Xbox Advertising (Art Director)**, taking on leadership responsibilities for **Xbox Advertising's interactive campaigns.** I **led and mentored a team of three designers**, collaborated with engineering teams, and oversaw the design of **high-profile, large-scale campaigns** for major brands like **EA.**

##### Key Contributions & Achievements

- Directed **UX & visual strategy** for large-scale **Xbox advertising campaigns**, ensuring quality & engagement.
- Managed & mentored a **team of 3 designers**, driving creative innovation & execution efficiency.

- Led **sprint planning & workflow improvements**, optimizing the team's design processes.
- Worked closely with **engineers**, ensuring feasibility while pushing the limits of interactive ad experiences.
- Owned the design of Xbox's most complex **advertising experiences**, leading creative execution for top-tier brands.

#### Senior Product Designer | 05/2018 – 01/2021

I joined **Verizon Media's Xbox Advertising team** as a **Senior Product Designer**, working on **immersive, high-impact advertising experiences** for the **Xbox console**. Our team functioned as an **internal agency**, brainstorming and executing **unique branded experiences** within the Xbox ecosystem. Beyond designing campaigns, I also spearheaded **internal product development**, creating **brandable advertising solutions** such as **mini-games, sweepstakes, and sponsorships**, which generated **new revenue streams** for Verizon Media.

##### Key Contributions & Achievements

- Designed **3-4 major advertising campaigns per week**, plus **1-2 smaller campaigns**, ensuring high-quality execution at scale.
- Developed & launched **new ad formats**, including **mini-games, sweepstakes, and sponsorships**, increasing revenue potential.
- Improved **internal processes**, streamlining workflows between **design, engineering, and ad stakeholders**.
- Pushed the **creative & technical boundaries of Xbox advertising**, ensuring engaging, high-impact experiences.

#### Microsoft | UX Designer, Mixed Reality (Contract)

02/2018 – 05/2018

I worked as a **Designer on Microsoft's Mixed Reality team**, supporting **Augmented Reality (AR) and immersive technology initiatives**. As part of a core design group, I contributed to **interaction design and UX research**, ensuring that experiences were **intuitive, immersive, and aligned with Microsoft's design ecosystem**.

##### Key Contributions & Achievements

- Collaborated with core design teams to create **cohesive, on-brand AR experiences**.
- Designed & tested **interaction models for Mixed Reality applications**.
- Bridged **UX and emerging technology**, applying **human-centered design** to AR workflows.

#### InboxLab | Product Designer (Visual Designer)

09/2017 – 02/2018

I joined **InboxLab** as a **remote Visual Designer**, contributing to a **wide range of creative and product development projects**. InboxLab, a **Denver-based creative marketing agency**, focused on **email-driven digital products**. Working in a scrappy start-up environment, I expanded beyond visual design to contribute to **branding, marketing, product design, motion graphics, and front-end development**.

##### Key Contributions & Achievements

- Led **branding & marketing design** for **email-based digital products**.
- Designed **motion graphics & interactive visuals**, enhancing engagement.
- Collaborated on **product design efforts**, aligning visuals with **product strategy**.
- Contributed to **front-end development (HTML & CSS)** to support rapid prototyping.
- Worked in a **fast-paced start-up environment**, balancing **multiple design disciplines**.

#### Freelance | Product Designer

10/2014 – 09/2017

Freelancing allowed me to develop a **broad skill set** in **client communication, user-centered design, and digital storytelling**. I worked with **startups, small businesses, and entrepreneurs**, creating impactful **branding, animations, prototypes, and digital experiences**.

##### Key Contributions & Achievements

- Designed **mobile applications & interactive experiences**, ensuring user-centric workflows.
- Created **brand identities & marketing visuals**, delivering cohesive **digital storytelling**.
- Produced **motion graphics & animations**, enhancing **user engagement**.
- Developed **UX prototypes & wireframes**, streamlining product development.

## Education

### Duke University

Durham, NC | 2015

B.S.E. in Mechanical Engineering

Secondary Degree in Visual Arts

## Technical Skills

### UX & Product Design

- User Experience (UX)/ Customer Experience (CX)
- User Research, Customer Research
- Usability Testing, A/B Testing, Heuristic Analysis
- Information Architecture
- Wireframing & Prototyping
- Data-Driven UX Strategy
- Design Thinking & Human-Centered Design
- Product development
- Interaction Design

### Design Systems & Strategy

- Scalable Design Systems & Component Libraries
- Theming, Design Tokens & Documentation
- Cross-Functional Team Collaboration
- Accessibility & Inclusive Design (WCAG, ADA Compliance)

### Tools & Technologies

- Design & Prototyping: Figma, Sketch, Adobe Creative Suite (XD, Illustrator, Photoshop, After Effects)
- Collaboration & Research: Miro, Notion, Jira, Confluence,
- Development Knowledge: HTML, CSS, JavaScript (Basic), API Integrations, Responsive Design Principles