Reed Wacker

Creative, hybrid, design professional with 10 years of experience. Expert at transforming customer objectives into compelling products with purpose.

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Seattle Colleges, Web Design Lead

2017 to Present

- Responsible for designing Seattle Colleges' websites and web applications, focusing on UX design system, cms, and crm.
- Increased Seattle Promise applications by 30% by updating the user experience design for cms, crm, and chat support, thereby allowing for an intuitive journey to stay connected with the outreach team.
- Led as project manager and designer for redesigning web style guidelines, and creating components library.
- Drove the adoption and design of accessible reusable web components.
- Made it easier for teams to build digital products, thereby increasing efficiency and scalability.

Seattle Central College, Web Design Lead

2012 to 2017

- Led front-end portion of a multifaceted website redesign, which included setting usability and accessibility priorities, collaborating with stakeholders, and meeting project timelines.
- Brainstormed and prototyped several device agnostic concepts, in collaboration with writers and engineers, that define user interface, navigation, and content for website redesign.
- Assisted in the creation of a new information architecture.
- Saved Seattle Vocational Institute over $50,000 by designing and building mobile first responsive website in-house.

Freelance, Designer

2009 to 2016

- Responsible for branding, content design, visual design, and WordPress development for over a dozen clients.
- *UI developer for POP via Creative Circle*
  Wrote CSS to ensure consistent user experience for DC Comics graphic novels in preparation for the launch of Amazon's Kindle Fire.
- *Production designer for Garrigan Lyman Group via Smart Dept. Inc.*
  Implemented visual design specifications according to digital brand guidelines for T-Mobile, Google Play, and Minwax.

Seattle Central College

Certificate in Web Design, 2011
Dean's List and President's List Scholar

Skills

Branding
Design systems
Information architecture
Prototyping
UI design
UX design
Visual design
Wireframing

Tools

HTML & CSS
Illustrator
Photoshop
Figma
Drupal
Git
WordPress

Awards

- As a League for Innovation college, we have to provide a Project Highlight as a district and Program Pathways was chosen for 2022 (website and web application).
- National Council for Marketing and Public Relations – District 7 2017 Medallion Award for Seattle Central's 50th Anniversary microsite (website).
- Public Relations Society of America – Puget Sound Chapter 2016 Totem Award for Seattle Central's 50th Anniversary kick-off event celebrating the college's history of social justice and inclusion (website and branding).