

Molly Reed | Product Designer

U.S. Citizen based in Zurich, Switzerland

Summary

Product Designer based in Zurich with 8+ years of experience working across startups, agencies, and global organizations. From large-scale eCommerce platforms to B2B telecom products, I bring a foundation in visual design, a career in UI/UX and a proven track record of driving engagement and conversion. Experienced in simplifying complex systems, driving engagement, and making design decisions based on business goals. Comfortable implementing design-to-code solutions across web and mobile.

Work Experience

Freelance Product Designer REMOTE FROM ZURICH, CH

BITCOINOS, VALERIE JURADO & OTHERS • MAY 2024 - CURRENT

- Redesigned and launched florist business site, bringing 7x more contact form conversions, increasing site engagement by 72%, and bringing down site costs by 92%
- Created digital materials for Bitcoin firm to drive engagement

Travel Career Break NEW ZEALAND & ASIA

JULY 2023 - MAY 2024

- Travelled the North and South Island of New Zealand, then motorbiked through Vietnam, Cambodia, Laos and Thailand

UI Designer REMOTE FROM VT, USA

HILTON BRANDS • JAN 2022 - JUN 2023

- Redesigned the template for 7,000+ Hilton Hotel property pages based on user testing feedback, resulting in 11% higher conversion rate and 32% increase in page visits
- Launched Curio Brand site in 4 months, driving 15% more loyalty sign-ups and 9.9% higher on-site conversions.
- Created and maintained Hilton's multi-brand web design system with over 300 components, used by a team of 70+
- Designed Hilton for Business, a B2B SaaS platform enabling SMBs to manage corporate travel efficiently.

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Skills

User Experience, UX design
User Interface, UI design
AI / LLM Prototyping
SaaS Workflows
AI Prompt Engineering
Design Systems /
Component Libraries
Responsive / Mobile design
Usability testing / research
Analytics
Information architecture
WCAG / Accessibility
Animation / Video
Branding

Tools

Figma
HTML / CSS / Tailwind /
Next.js / React
Cursor AI
Framer
Webflow
Mixpanel / PostHog
Adobe XD / Illustrator /
Photoshop / After Effects /
Premiere
FigJam
Jira

Product Designer REMOTE FROM VT, USA

JAM FAMILY CALENDAR • JAN 2022 - JULY 2022

- Founding product designer for SaaS family planner platform
- Downloads grew from 0 to 5K+ in first year on Google Play
- Built end-to-end flows, wireframes, and interactive prototypes for complex dashboards

Product Designer LOS ANGELES, CA, USA

BAI CONNECT • FEB 2019 - JAN 2022

- Led design of B2B Internet management SaaS products Rover and Xenia, serving 300+ buildings across LA, Denver, and Las Vegas
- Redesigned field technician app to improve data entry speed, reduce errors, enhance cross-team communication, and ensure accurate connectivity
- Pitched products and demo'd product walkthroughs to stakeholders

Junior UI Designer PHILADELPHIA, PA, USA

URBAN OUTFITTERS • OCT 2017 - AUG 2018

- Helped drive 9% revenue growth designing the first pilot self checkout software
- Collaborated with UX designers, Print designers and developers within the URBN global consumer brands

Training / Internships

Design Intern PHILADELPHIA, PA, USA

COHERE AGENCY • MAY 2017 - AUG 2017

Editorial Design Intern NEW YORK, NY, USA

RODALE PUBLISHING • MAY 2016 - AUG 2016

Design Intern FLORENCE, ITALY

STUDIO KMZERO • MAY 2016 - AUG 2016

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Education

BFA : Graphic Design

PHILADELPHIA, PA, USA

UARTS • AUG 2013 - MAY 2017

Languages

English: Fluent

German: B1

Achievements

Rookie of the Year

BAI CONNECT • DEC 2019

Senior Project Award

UARTS • MAY 2017

Excellence in Lib. Arts

UARTS • MAY 2017

References

Available upon request