

Becca Reeves

Design Leader / I build the teams and systems that help design succeed at scale

UX & CX design executive with a track record of building high-performing teams, scaling systems, and translating insight into data-informed, user-centered experiences. I bring strategic focus, collaborative leadership, and a deep commitment to aligning design with business outcomes. Known for cultivating strong team cultures, cross-functional momentum, and experiences that drive measurable results.

EXPERIENCE

Director, Experience Design / Prudential Financial

Mar 2024 – Present

- Lead a 14-person UX and content team overseeing customer experience across Prudential.com, chatbots, account servicing, and self-service tools – platforms that serve over 20 million users annually.
- Scaled team from 2 to 14+, implementing hiring pipelines, onboarding processes, and career frameworks that accelerated team growth and promoted internal talent into leadership roles.
- Launched digital Tax Centers and streamlined eDelivery enrollment, reducing tax-related call volume by 20% and contributing to \$16M in cost savings.
- Co-led rollout of the Evolution Design System (EVO 2.0) and AEM Libraries, increasing design and development efficiency by 40% and enabling scalable design across enterprise platforms.
- Recognized with Forrester’s 2024 Customer-Obsessed Enterprise Award and Gartner’s Cross-Functional Collaboration Excellence Award for CX innovation and collaboration at scale.

Manager, Experience Design / Prudential Financial

Dec 2020 – Mar 2024

- Redesigned Prudential.com to support a major brand refresh, increasing engagement by 65% YoY.
- Developed a scalable UX measurement framework using behavioral and voice-of-customer data.
- Rebuilt site navigation and IA, resulting in a 342% increase in traffic to “Find an Advisor” and improved content discoverability.
- Conducted 80+ qual/quant user studies, increasing research adoption by 125% across product teams.

Senior Product Designer / Legacy

Oct 2016 – Dec 2020

- Led experience design for a growing startup, contributing to the company’s expansion from 2 to 50+ employees.
- Delivered design solutions for major clients like Google and Peloton, while establishing internal design standards across 7 websites.
- Ran internship program and mentored 12+ interns and junior designers, fostering a strong design culture and visual consistency.

Marketing Designer / Campus Recreation

Dec 2014 – May 2017

- Delivered cross-platform assets (email, web, signage, treadmill screens) that improved access to fitness programs and encouraged participation among first-time and underserved users.

CONTACT

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CAPABILITIES & TOOLS

Leadership & Strategy

- Team Building
- Design Vision
- Coaching
- Roadmapping
- Organizational Design
- Inclusive Design & Accessibility
- Executive Stakeholder Engagement
- Change Management

Design Operations & Execution

- DesignOps
- KPI-Driven Design
- Scalable Design Systems
- Agile / Lean UX
- UX Governance
- UX Metrics & Measurement

Customer Insight & Tools

- UX Research
- Journey Mapping
- Voice of the Customer (VoC)
- Personalization Strategy
- Figma
- AEM (Adobe Experience Manager)

EDUCATION

Master of Business Administration
Binghamton University

Bachelor of Arts, Graphic Design
Binghamton University

UX / UI Design and Front End Web Development
New York Code + Design Academy

INTERESTS

Perfecting [handmade pasta](#)
Mentoring designers on [ADP List](#)
Reducing food waste with [RLC](#)
Playing tennis