

Becca Reeves

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

beccareeves.com

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LinkedIn

Design leader with 10+ years of experience building and scaling teams, systems, and product experiences across startups and large enterprises. Known for a builder's mindset, strong cross-functional partnership, and a focus on clarity, craft, and customer impact in complex, regulated environments. Experienced in leading design at scale while staying close to the work.

Design Director, Brokerage Robinhood

Jan 2026 – Present

Leading design across core investing and brokerage platforms, with a focus on building strong teams and scalable systems behind complex financial products.

Partnering closely with product and engineering to improve clarity, usability, and trust for self-directed investors.

Director, Experience Design Prudential Financial

Mar 2024 – Jan 2026

Led enterprise experience strategy across marketing, account management, self-service, and conversational platforms, shaping end-to-end customer journeys used by 18M+ customers across Prudential's digital ecosystem.

Built and scaled a multidisciplinary UX and content organization from 2 to 14+, establishing hiring, onboarding, and career frameworks that strengthened retention and promoted internal leaders.

Unified brand, marketing, and service UX by partnering with Product, Technology, CX, Legal, and Compliance, improving consistency, accessibility, and trust across complex, regulated experiences.

Helped establish a global design language and led the evolution of the enterprise design system, increasing design and development efficiency by 40% and standardizing experiences across platforms.

Implemented scalable intake, prioritization, and operating models supporting 40+ development teams, ensuring focus on the highest-impact work and reducing portfolio fragmentation.

Drove data-informed decision-making through analytics, voice-of-customer insights, research, and experimentation, improving adoption, ease of doing business, and service outcomes.

Delivered measurable business impact, including a 65% increase in engagement on Prudential.com, a 20% reduction in tax-related service calls, and \$16M in annual cost savings through paperless enrollment.

Recognized with Forrester's Customer-Obsessed Enterprise Award (2024) and Gartner's Cross-Functional Collaboration Excellence Award for enterprise-scale CX leadership.

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Manager, Experience Design Prudential Financial

Dec 2020 – Mar 2024

Managed and coached a growing UX team supporting Prudential.com and enterprise marketing experiences, laying the foundation for a scaled, cross-platform design organization.

Led the redesign of Prudential.com in support of a major brand refresh, driving a 65% year-over-year increase in engagement and improving consistency across key journeys.

Rebuilt site navigation and information architecture, resulting in a 342% increase in traffic to “Find an Advisor” experience and improved content discoverability.

Championed user research as a core practice, leading 80+ qualitative and quantitative studies and increasing research adoption by 125% across teams.

Senior Product Designer Legacy

Oct 2016 – Dec 2020

Joined as an early hire and led experience design as the company scaled from 2 to 50+ employees, owning end-to-end product and web experiences through multiple growth stages.

Partnered closely with founders, engineering, and clients to define product direction and deliver usable, scalable solutions in highly ambiguous situations.

Established foundational design standards and patterns across seven websites, improving consistency and enabling faster iteration.

Built early team culture by mentoring junior designers and running an internship program that supported skill development and design quality.

Marketing Designer Campus Recreation

Dec 2014 – May 2017

Supported digital and marketing communications across web, email, and physical environments, improving access to campus recreation programs and encouraging broader participation.

EDUCATION

Master of Business Administration
Binghamton University

Bachelor of Arts, Graphic Design
Binghamton University

INTERESTS

Handmade pasta, mentoring designers, reducing food waste, tennis
