

# Reid Weigner

[Portfolio](#) | [LinkedIn](#) | [reid.weigner@gmail.com](mailto:reid.weigner@gmail.com) | 770-880-1522 | Boston, MA

## PROFESSIONAL EXPERIENCE

---

### Moody's

Senior UX Designer

Remote

November 2024 - Present

- Design lead for the financial spreading platform leveraging UX research, analytics, stakeholder interviews, and AI rapid prototyping to design new functionalities for tier 1 banks.
- Collaborating with cross-functional teams post-Numerated's acquisition to integrate our spreading platform into Moody's suite of products, guided by heuristic analyses and quantitative studies demonstrating its enhanced efficiency over Moody's existing solution.

### Numerated (acquired by Moody's)

Senior UX/Product Designer

Boston, MA

July 2022 - November 2024

- Led a multi-year overhaul of the spreading platform, enhancing digitization, organization, and analysis of financial documents and data, guided by Fullstory analytics, business needs, and user interviews.
- Worked with stakeholders to develop a new mobile-responsive platform to handle complex loan applications, supporting business partner relationships and strengthening our position for acquisition.
- Redesigned an inflexible tool for combining, calculating, and projecting financial statements, increasing success rates by 40% while laying the foundation for expanding functionality.
- Developed and managed a 80+ component design system with 1000+ variants to streamline design creation and ensure consistent developer implementation.

### Northeastern University

Graduate Research Assistant

Boston, MA

October 2021 - June 2022

- NSF fully funded project working with faculty from the Institute for Experiential Robotics to design cues for micro-predictability in unscripted human-robot interactions (HRI) informed by research.
- Conducted interviews, site visits, and secondary research to enhance our understanding of how collaborative HRIs could impact the seafood industry.

### MusicNBrain

UX/UI Designer

Remote

December 2020 - February 2022

- Sole UX/UI Designer on a small team building a music recital platform. Conducted user interviews, synthesized data, revamped the registration process, and built their website using Webflow.
- Developed a framework for managing the life cycle of events from announcement to post-event communication, ensuring full attendance (60–100+ attendees) across five events.

### The Cat Doctor

Product Designer

Atlanta, GA

November 2019 - March 2020

- Analyzed 30+ years of quantitative data and developed surveys to find client trends for a feline veterinary clinic. Distilled this into personas to establish the target audience, increasing ad conversion rates by 36%.
- Convinced stakeholders to invest in an online "learning center." Designed, tested, iterated, and launched an MVP that resulted in a 12% increase in current clients return rates.

## EDUCATION

---

### Northeastern University

Master's, Experience Design

September 2021 - May 2023

GPA: 4.0

### University of North Carolina at Asheville

Bachelor's, Music (Departmental Distinction)

August 2008 - May 2013

GPA: 3.5

## SKILLS

---

Figma, Adobe XD, Sketch, Miro, Fullstory, HTML, CSS, Zapier, Webflow, Squarespace, Hotjar, Qualitative & Quantitative Research Methods, Affinity Mapping, Wireframing, Sketching, Prototyping, Usability Testing