Reid Weigner

Portfolio | LinkedIn | reid.weigner@gmail.com | 770-880-1522 | Boston, MA

Senior Product Designer specializing in complex enterprise platforms, financial systems, and multi-step analytical workflows.

PROFESSIONAL EXPERIENCE

Moody's — Remote
Senior UX/Product Designer — November 2024 - Present

- Design lead for a global financial spreading platform used by **Tier-1 banks**, shaping end-to-end financial analysis workflows from document ingestion through modeling and credit decisions.
- Rapidly developed product concepts that helped close a **multi-million-dollar** client deal, expanding Moody's mobile-responsive loan management platform to include ongoing covenant tracking and shaping the product roadmap.
- Leading UX integration of Numerated's spreading platform into Moody's enterprise product suite following acquisition, guided by heuristic analyses and quantitative studies demonstrating its enhanced efficiency over Moody's existing solution.
- Led a multi-day UX research initiative with a global Tier-1 bank, synthesizing **20+ hours** of feedback into actionable product recommendations, influencing the roadmap and driving major platform updates.
- Developed a proof-of-concept **AI–assisted financial analysis tool**, including conversational interfaces and orchestration workflows that support credit analysts while keeping humans in the decision loop.

Numerated (acquired by Moody's) — Boston, MA
Senior UX/Product Designer — July 2022 - November 2024

- Design lead for a financial spreading platform; developed an **80+ component** design system with **1,000+ variants** to streamline design creation and ensure consistent developer implementation.
- Co-led the redesign of a mobile-responsive platform to support complex loans at scale, strengthening partner relationships and positioning the company for acquisition.
- Redesigned a core financial modeling workflow used by credit analysts to combine, calculate, and project financial statements, increasing task success rates by **54%**.

MusicNBrain — Remote
UX/UI Designer — December 2020 - February 2022

- Sole UX/UI designer building a music recital platform; conducted user interviews, redesigned registration, and built the website in 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 — Atlanta, GA
Product Designer — November 2019 - March 2020

- Analyzed 30+ years of quantitative data and developed surveys to find client trends for a veterinary clinic. Distilled 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.

SKILLS

Product design, enterprise workflows, design systems, rapid prototyping, user research, usability testing, AI-assisted synthesis, Figma, Miro, FullStory, Heap, HTML, CSS

EDUCATION

Northeastern University Master's, Experience Design | GPA: 4.0 — **September 2021 - May 2023**

UNC at Asheville Bachelor's, Music (Departmental Distinction) | GPA: 3.5 — **August 2008 - May 2013**