

# Haden Reif

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## **PROFESSIONAL PROFILE**

I am a Project Manager who thrives at the intersection of technology and human experience. My career has been dedicated to leading digital projects from conception to launch, always with a sharp focus on the end-user. By being an empathetic and analytical leader, I cultivate strong relationships with clients and internal teams alike, ensuring a shared vision and a smooth project journey. My extensive background in full-cycle web development and design, coupled with a passion for UX/UI, e-commerce strategy, and SEO, empowers me to not only manage the technical aspects of a project but to champion the user at every stage.

## **SKILL SET**

**Project Management:** Waterfall, Agile, Project Planning, Notion, JIRA

**Digital & Web Development:** HTML, CSS, Bootstrap, JavaScript, PHP, APIs, Liquid, WordPress, Shopify, Webflow, Hosting, GIT

**Digital Marketing & Analytics:** SEO, SEM, Analytics, System Architecture, Cloud Computing (AWS, GCP, Azure)

**User Experience (UX/UI):** User Experience (UI/UX), User Stories, User Research, Information Architecture, Accessibility, Visual Design, Figma, Adobe Suite

**Client & Stakeholder Management:** Stakeholder Collaboration, Relationship Building, Client Liaison, Change Management

**Tools & Systems:** Zendesk, Salesforce, Postman, Slack

**Soft Skills:** Team Player, Collaborative, Self-Motivated, Creative, Empathy

## **EXPERIENCE**

### **Senior Technical Project Manager & Designer**

PRR | Seattle, WA | March 2022 - January 2024

- Managed and finalized full-cycle web development projects, ensuring compliance with ADA & 508 Compliance standards for accessibility.
- Developed and implemented an internal Notion-based project management system to streamline workflows and improve team collaboration, resulting in a 30% increase in project efficiency and reducing task tracking errors by 40%.
- Facilitated stakeholder engagement and collaboration with over 30 clients, internal teams, vendors, and building strong relationships to deliver successful outcomes.
- Delivered tailored design solutions to high-profile clients, including King County Metro, City of Seattle, Sound Transit, and multiple transportation organizations across the U.S., driving impactful digital transformations.
- Mentored and supported project teams on user-centric design principles, enabling the creation of accessible, high-quality web experiences.

## **Web Designer & Developer**

Hados.net | Seattle, WA | August 2014 - December 2020

- Specialized in freelance website design and development for small businesses, startups, and entrepreneurs.
- Designed and developed responsive and user-friendly websites using HTML/CSS, JavaScript, WordPress, Shopify, and Webflow.
- Contributed to the successful launch of a new SaaS platform, Nect, playing a key role in its development and market introduction.
- Improved user experience and interface design by ensuring cross-browser compatibility and strict adherence to web standards.
- Identified and addressed evolving client needs, delivering tailored technical solutions that exceed user expectations.

## **Platform Specialist**

Subsplash | Seattle, WA | May 2021 - April 2022

- Acted as a key liaison between clients and development teams, driving enhancements to product experiences and offerings.
- Designed and implemented new user experience flows, incorporating feedback to boost platform engagement and usability.
- Utilized system tools such as Zendesk, Salesforce, Postman, Slack, and JIRA to efficiently address and resolve enterprise-level custom API requests and development challenges.
- Coordinated with engineering teams to streamline product functionality and user experience.

## **Store Manager**

Starbucks | Seattle, WA | December 2018 - May 2021

- Analyzed sales data and customer metrics to identify growth opportunities, formulating strategic action plans that led to consistent year-over-year sales increases.
- Led initiatives to improve customer success scores, raising scores from the low 20s to the high 60s—well above the exceptional threshold of 50—establishing the store as an industry leader in service quality and customer satisfaction.
- Recruited, onboarded, and trained 30+ team members, strengthening operational efficiency and elevating service standards.

## **EDUCATION**

*Bachelor of Arts, Organizational Leadership (Project Management)* | Arizona State University | Tempe, Arizona | 2026 (Actively enrolled)

*Computer Multimedia Design* | Cascadia College | Bothell, WA | 2007

## **CERTIFICATIONS**

*ITIL Foundation Certification in IT Service Management* | ITIL | 2018

*CIW Site Development Associate Certificate* | CIW | 2018

*Software Project Management Certificate* | University of Washington | 2017