

Nick Reid

A strategic UX/UI designer and certified product owner with 5+ years of experience delivering user-centered digital solutions.

WORK EXPERIENCE

Oct '24 -
Now

Spark New Zealand

UX/UI Designer & Product Owner: Web Omni Squad

Product owner and UX/UI designer for a cross-functional team of eighteen, formed in 2024. Responsible for delivering omni-channel experiences on the web for New Zealand's largest telecommunications provider.

- UX design and oversight for improvements to website information architecture and navigation.
- Product ownership and UX/UI design for ongoing omni-channel integrations such as Online EFTPOS, Third-party eCommerce distribution and authentication and verification improvements.

May '24 -
Oct '24

UX/UI Designer & Product Owner: Future Design System

Product owner and UX/UI designer in a cross functional team of eight at Spark, including two designers. Responsible for maintaining NUI, the Spark Design System.

- Product ownership of future design system state including strategy, tokens and DevOps integration
- Facilitated design governance forums to assist product teams with contribution and system adoption.
- Implemented OKRs and measurement of component performance, re-use and design system ROI.
- Developed automated bug report forms, approvals and backlog integration, reducing administration time.
- Created new online space and company-wide delivery roadmap for design system, improving visibility.
- Increased organisation adoption with one additional Tribe adopting the design system in the quarter.

Jul '23 -
May '24

UX/UI Designer & Product Owner: App Optimisation

Delivering optimisations and new omni-channel retail experiences as a UX/UI designer and product owner of App Optimisation.

- Led end-to-end design of new 5G coverage checker, expanding addressable market by 149,000 households.
- Drove 24% YoY revenue growth through data-driven UX optimizations of in-app shop screen, focusing on IA.
- Contributed to 12% overall YoY revenue lift by leading UX/UI research and design for Holiday 2024 campaign.

Work experience continued overleaf

AT A GLANCE

A strategic UX/UI designer and product owner with proven expertise scaling design systems and owning digital products for complex, regulated organisations.

Known for driving measurable business outcomes through design innovation, stakeholder management and cross-functional team leadership.

CORE COMPETENCIES

- Design system architecture and governance and standards
- Cross-functional team leadership
- Stakeholder management and communication
- DesignOps implementation and optimization
- Curious innovator, growth mindset

TECHNICAL EXPERTISE

- User research and usability testing
- Atomic design principles
- Design sprint facilitation
- Agile product ownership (ICAgile Certified)
- Web technologies and development

TOOLS & TECHNOLOGIES

Figma

Sketch

Storybook

Adobe Creative Suite

Confluence

HTML + CSS

Design Tokens

Adobe Experience Manager (AEM)

WordPress

Gen-AI

PowerApps

DevOps tooling

Aug '22
– Jul '23

Spark New Zealand

UX/UI Designer, DALI Squad (Emotion AI for UX research)

UX/UI design and research to investigate the feasibility of using unmoderated Emotion AI testing at Spark.

- Conducted moderated and unmoderated user research and analysis for new research methods.
- Third party vendor engagement resulting in key improvements to the platform.
- Improved System Usability Scores (SUS) for research participant experience by 42% through iterative design improvements.
- Designed and prototyped an improved onboarding experience that improved success rate of unmoderated usability tests by 53%

May '19
– Aug '22

Scratch Digital

UX/UI Designer, Digital Producer

Bringing delight to our partners with UX/UI, digital and graphic design. Assisting the team with website support and management, frontend development, marketing strategy, QA testing, design direction and solution design.

- Built and maintained internal and client-side design systems, improving delivery efficiency.
- Lead projects from high level strategy, through to UX, IA, prototypes and detailed design for 20+ clients.
- Provided design direction and mentorship to junior designers, establishing best practices
- Executed all stages of web and UI design from roughs & wireframes through to final design comps.
- Project coordination and stakeholder management.
- Completed QA of completed development work including responsive testing, animation and coding.
- Executed other design projects including illustration, eDM, print, web banners, video & graphic design.
- Strategic input to company leadership on continuous improvement to day-to-day operations.

Feb '18
– May '19

New Era Technology, US

Marketing Coordinator

Working internationally with the US-based global marketing team to deliver digital and graphic design for the global brand.

- Updated marketing collateral and graphic design.
- Migrated new portfolio company websites.
- Created templates and brand guidelines.

Work experience continued overleaf

EDUCATION & TRAINING

- **ICAgile Certified Professional – Agile Product Ownership**
ICAgile, 2022
- **Diploma of Web Development**
Yoobee School of Design, July 2011

VOLUNTEER EXPERIENCE

- **Terra Nova Foundation**
UX Design and Website Lead, 2022

Led the pro-bono design and development of a non-profit's digital presence, focusing on donation flow and information discovery.

- **ImpactNPO**
UX/UI Design and Web Development Volunteer, 2017 – 2019

Led pro-bono redesign projects for non-profits, improving digital presence and user engagement

- **Scouts New Zealand**
Scout Leader, 2013 – 2017

Scout leader, Modernized communication systems and website infrastructure

Dec '15
– May '19

New Era Technology, NZ

Solutions & Marketing Specialist, Solutions & Marketing Coordinator

Working closely with our Solutions, Sales, Client Services and Education teams to support growth and strongly position New Era Technology within our `.

- Led UX/UI redesign and ongoing optimisation of company website
- Support for business development and marketing activities.
- Creative design, development and brand management
- Developed and maintained design system and reusable templates across marketing materials, improving brand consistency
- Coordinated and designed quarterly promotional magazine.
- Writing, photography, video and editing for customer story videos and written case studies.
- Created user-centered documentation portals and SharePoint solution (SharePoint).
- MDF partnership engagement and campaign delivery.
- Event planning, coordination and logistics for client events and industry events.
- Facilitation of training for sales teams on our products and solutions.
- Assist with evaluation, development and go-to-market for new products and solutions.

Jan '14
– Dec '15

Systems Engineer, Senior Technician, Support Technician

Working in a number of technical roles to support the technology needs of our clients in the education sector.

- Development and UX/UI design for custom web projects including digital signage, intranets, learning management systems, information portals and dashboards.
- Development and implementation of custom solutions for Office 365 SharePoint including workflows, themes and forms.
- Level 2 and 3 technical support and systems engineering for clients in the secondary and tertiary education sectors.
- Public cloud, hybrid cloud and, on-premise server rollouts and network administration.
- Experience with helpdesk and customer support.

For full work history, reach out for a chat or visit
<https://linkedin.com/in/nick-reid-ux-ui-designer-nz>

PROJECTS & CASE STUDIES

For notable examples of my work, including case studies, please visit my portfolio:

<https://nickreid.me/u/cv0283>

REFERENCES

References available on request. Feel free to ask and I'll put you in touch.

GET IN TOUCH

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