

Reecia Richardson

PRODUCT DESIGNER

I am a product designer located in London. With a hands-on approach, I am passionate about sustainable design. My goal is to create experiences that seamlessly blend physical spaces with the digital realm (products).

SOFTWARE SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premier Pro

Adobe XD

Arduino

Figma

Sketch

Invision

Solidworks

Keyshot

Microsoft Suite

Miro

Jira & Confluence

CONTACT



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reeciareicloud.com

EXPERIENCE

WPP Open

Product Designer

2025-Present

Sole designer leading the design of a brand new in house resource management tool for WPP Open, part of a wider Ai driven work management platform. With no existing product in place, I've owned the entire design process from the ground up conducting research from user interviews and usability testing and overall discovery, defining user flows, creating wireframes and prototypes, and delivering high fidelity UI using our design system.

Working closely with the product owner and engineers, I help shape the product vision and ensure it's grounded in real user needs through continuous user testing, research and iteration.

Wongdoody (Infosys)

Senior UX Designer

2024 - 2025

Working on projects from discovery to final design. Conducting user and secondary research (interviews) to inform design decisions. Developing wireframes, prototypes, and high fidelity designs to communicate design concepts. Collaborating closely with a range of stakeholders to ensure designs meet objectives. Leading design reviews and providing constructive feedback to ensure high quality outputs. Advocating for accessibility, usability, and responsive design standards across all platforms. Contributing to the product strategy by integrating user insights into the overall design vision.

Clients: PWC, Formula E, Nordic Semiconductor.

Publicis Sapient

L2 Experience Designer

2021 - 2024

Conducting a range of user testing to define user stories and journeys. Running workshops with the stakeholders and regularly aligning with the client. Rapidly creating prototypes and iterating designs. Creating service design blueprints to understand the user and business needs and how they can determine a project. Taking responsibility for mentoring and providing guidance to junior designers, fostering skill development and best practices.

Clients: Nissan, Asda, Lloyds Group, OSB, Project Access, Gen AI, RHS, British Ukrainian Aid.

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CORE SKILLS

End-to-end Product Design

UX Research & Discovery

User Journey Mapping

Wireframing & Prototyping

Interaction Design

UI Design & Design Systems

Design Strategy

Usability Testing

Responsive & Accessible Design

AI-integrated Product Design

Service Design

Agile Methodology

Workshop Facilitation

Cross-Functional Collaboration

EDUCATION

Brunel University London

**MSc Sustainability,
Entrepreneurship and Design**

2020 - 2021

Modules include: Design futures innovation, Sustainable Design and Business planning.

Loughborough University

**BA Industrial Design &
Technology**

2017 - 2020

Modules include: Prototyping for design, Sustainability, Design research methods.

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