

# Reed Snider

UX Manager | Product Strategy | Design Leadership

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UX leader with 10+ years of experience shaping product strategy, developing teams, and translating customer insight into business results. Currently leading UX across two strategic business lines at AppFolio, with experience spanning product direction, people leadership, cross-functional strategy, and emerging AI capabilities.

## EXPERIENCE

### AppFolio · Santa Barbara, CA

#### User Experience Manager · March 2025–Present

- Lead UX strategy across AppFolio Investment Manager and a strategic Horizon 3 owner initiative within Property Manager, overseeing product direction, customer strategy, and design across two business lines.
- Manage and develop 4 UX designers, while leading broader cross-functional strategy and operating initiatives beyond my direct team.
- Shaped product strategy for Investment Manager around our highest-value customer segment, aligning product investment and experience around the customers we can serve best and supporting a **sub-2% churn rate** among our ideal customer profile.
- Lead UX for a strategic Horizon 3 owner initiative serving an application with 2M+ owners, including the creation of an owner insurance workflow where none previously existed that has already driven **30,000+ newly captured insurance records** in just a few months.
- Established the first UX debt operating framework, integrating dedicated remediation into sprint planning and reducing the outstanding UX debt backlog by **33%** over the course of the year.
- Reworked the technical support operating model with Product and Engineering, converting recurring manual work into product capabilities and internal tools and reducing requests escalated to technical teams by **more than 80%** in nine months.
- Led experimentation with AI-powered workflow agents, reducing the time required to identify customers for user research from **hours to minutes** and turning a manual research operation into a scalable capability for the UX organization.

Earlier AppFolio UX progression: UX Lead · Oct 2023–2025 | Senior UX Designer · Nov 2020–2024 | UX Designer · Nov 2018–2020

### State Street · Boston, MA

#### UX/UI Designer · November 2017–November 2018

- Led UX design and research across financial-services products, from discovery research and user interviews through final visual design.
- Partnered with product managers and users to prioritize features and create more consistent product experiences.

### CVS Health · Boston, MA

#### UX Designer · May 2017–October 2017

- Worked within the Digital Innovation Lab to research, prototype, and test new digital product concepts, partnering with subject-matter experts and engineering to define user stories and MVP criteria.

### Bentley University UX Center · Boston, MA

#### UX Research & Design Associate · January 2016–January 2017

- Delivered UX research, strategy, and design consulting across financial services, e-commerce, and consumer products, including usability testing, quantitative and qualitative research, design thinking workshops, and UX strategy.

## EDUCATION

Bentley University · M.S., Human Factors in Information Design

Westmont College · B.A., Economics & Business