

REID DURBIN

# Strategy & Technology Leader

For two decades I have worked on enterprise products at the intersection of development, design, & strategy.

I thrive when tackling complex challenges with a multidisciplinary team, guiding the process from strategy through delivery to build products that not only look and perform beautifully but also drive measurable outcomes.

## EXPERIENCE

My recent experience includes Harvard.edu, Data.org, Comic-Con, Little League, Stanford Graduate School of Business, Café Bon Appetit, and Enclos.

### Account Manager

1 YEAR (2025 - PRESENT)



### Senior Product Strategist

1 YEAR (2024 - 2025)

### Product Strategist

2 YEARS (2022 - 2024)

### Cofounder & Head of UX

11 YEARS (2015 - PRESENT)



### Vice President - Digital

1 YEAR (2014 - 2015)



### Director of Development & Producer

5 YEARS (2009 - 2014)

## EDUCATION

BA CIS - College of St. Scholastica, Duluth

Honor student, Benedictine Scholar, and Circle Award recipient

## CONTACT

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Bloomington, MN 55437

## SKILLS

LEADING DIVERSE PROJECTS  
Enterprise WordPress (\$1M+),  
Mobile (iOS & Android), Multi-  
Channel Campaigns, Custom  
Applications (Laravel/React), AWS

STRATEGY & UX  
Platform Roadmaps, Stakeholder  
Interviews, Competitive Analysis,  
Analytics, Wireframes, Prototypes,  
Sitemaps

PRODUCT OWNER  
Define scope, manage ticketing,  
guide sprint planning, groom  
backlogs, and advocate for  
accessibility and performance.

DEVELOPMENT  
Full-Stack WordPress Development

## HOBBIES

Acrylic Painting, Drawing, Exercise,  
Spending Time with Family

## REFERENCES

Available on request