

Summer Reeves

Product Leader + Designer + Strategic Problem Solver

A little about me!



Mar 2023 - Present | Umbrage | VP of Design

Since stepping in to lead design at Umbrage, I have set a clear strategic plan with the goal of positioning the team for rapid growth and scale. In just 6 months, I have implemented a new operating structure with accelerators and resources that allow designers and product managers to move faster and execute consistent high quality results. Throughout this change, the team has provided consistently good feedback on changes which also include craft learning sessions, culture events, and team ceremonies.

Summer draws her experience from her 17 years focused on user-centered experience design, product design, and innovation work. She has worked with start-ups to Fortune 500 companies helping them understand their challenges, uncover opportunities, and consider how to bring together the combination of technology, business strategy, and design to develop successful paths forward. Summer has built and run innovation centers and design studios for some of the largest companies in the world. Summer is also on the board of directors for TXRX Labs a non-profit makerspace and prototyping firm and volunteers to support youth entrepreneurship through G-Unity Business Labs.



Previous Experience

Kinetic Kono | Co-Owner

Jan 2022 - March 2023

Co-owner of a Business Strategy & Innovation Design firm designing & facilitating custom strategic workshops that help companies uncover challenges, envision their future, and align on a path forward.

Strategic planning, business operations & finances, sales, account management, project management & execution

Thirteen48 Heights | Co-Owner

Sep 2019 - May 2022

Co-owner of a micro-events venue providing unique, intimate, experiences for small gatherings and photo shoots.

Back office operations, website design & management, sales, experience design services

Fjord, Part of Accenture | Houston Studio Director

Aug 2021 - Dec 2021

Design & Innovation consultancy with a focus on service design.

Stand up of new Houston studio, hiring, team management, services development, sales, partnerships, strategy development & execution, project leadership

Education

University of Houston-Downtown

Business Information Systems (2006-2009)

Lamar University

General Studies (2004-2005)

The Art Institute of Houston

Interior Design (2003-2004)

Certifications

Lean Six Sigma Green Belt (2010)

Luma Design Thinking (2019)

Publications & IP

Product Roadmap Certification (2023)

Pathway Design (2022)

Volunteering

TXRX Labs | Board Member

Feb 2019 - Present

Non-profit makerspace providing community education, youth STEM programs, trade apprenticeship programs, and start-up prototyping services.

G-Unity Business Labs | Program Lead

Mar 2022 - Present

Youth entrepreneurship program helping underserved high school students develop and pitch their own business at an end of year event where they can win investment in their company.

TXRX Labs | Class Instructor & Community Engagement Manager

Apr 2014 - Apr 2017

Non-profit makerspace providing community education, youth STEM programs, trade apprenticeship programs, and start-up prototyping services.

Accenture | Innovation Center Director

Oct 2018 - Aug 2021

Grew team and capabilities throughout time in role including a rapid transition to a full remote team and service offering during covid.

Innovation Center management, team management, strategic planning, P&L management, content curation, client experience, North America and global innovation initiatives, project leadership

Accenture | Design Lead, Innovation Center

Jul 2017 - Sep 2018

Stand-up, strategic planning, and management of new Design Thinking team responsible for designing and facilitating workshops and D&D's with client to drive innovative thinking and problem solving.

Development of new Design Thinking offering, team development & management, content development, workshop design & facilitation, sales, budget and finance management, partnership development

Resource Data | Senior Business Analyst

Dec 2014 - Jan 2017

Consultancy | BP, Baker Hughes

Product management and design for: BP Global Wells HSE Self-verification and oversight assessments system, Baker Hughes single source data search engine

Gulf Winds | Director of Business Solutions

Dec 2012 - Dec 2014

Stand up and management of multiple new internal departments within the organization.

Team management over internal education, marketing, data analysis & reporting, and internal development + Project management over large company initiatives

Gulf Winds | Product Manager

Feb 2006 - Dec 2014

Liaison between company users, management, stakeholders, customer, vendors, and development team to elicit internal system requirements through user and business research.

Product specification development, design assets, process development, change management, project management, user acceptance testing, release documentation, help documentation, training, implementation

