Summer Reeves

Innovation Leader + Strategist + Problem Solver

I draw experience from my 20+ years focused on user-centered experience design, product, and innovation work. I've 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. I've built and run innovation centers and design studios for some of the largest companies in the world, helped to scale new and existing teams, and have run several of my own businesses. This diverse experience allows me to look at and solve challenges in unique and successful ways. I believe as a leader my role is to create and enable successful, high-functioning teams. I love being hands on and helping teams re-build and grow to meet their greatest potential.

A little about me!

Previous Experience

Umbrage - Part of Bain & Co. | SVP, Commercial Strategy   Nov 2023 - Nov 2024

Digital product development agency designing and building scalable custom desktop and mobile apps through a product and craft-mindset of product management, design, and software engineering.

As Commercial Strategy lead, I supported the growth and scale of content and media, tooling, processes, and strategies that would help drive commercial success while also managing one of our top revenue accounts, Coca-Cola.

Commercial strategy, thought leadership, website re-design and launch, account management, video production, internal tooling development and implementations, sales support and enablement

Umbrage - Part of Bain & Co. | VP, Product Design   Mar 2023 - Nov 2023

Brought in to restructure and scale product design team in support of Bain's acquisition of Umbrage.

Business/team strategy development & implementation, team management, initiative management, sales/ commercials support, thought leadership, project oversight and enablement, design-ops development and implementation

Kinetic Kono | Co-Owner & Head of Design   Jan 2022 - Jun 2023

A boutique Business Strategy & Innovation Design firm utilizing its proprietary Pathway Design approach to human-centered and strategic problem solving to help companies innovate, solve problems, and create plans of action.

Business strategy, services development, back office operations, sales, account management, marketing, workshop design & facilitation

Thirteen48 Heights | Co-Owner   Sep 2019 - May 2022

Micro-events venue providing unique, intimate, experiences for small gatherings and photo/video shoots.

Business strategy, 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
(2006-2009)
Lamar University (2004-2005)
The Art Institute of Houston (2003-2004)

Certifications

Lean Six Sigma Green Belt (2010)
Luma Design Thinking (2019)

Intellectual Property

Pathway Design (Trademark 2023)

Volunteering

Upskill Houston | Greater Houston Partnership
Executive Council Member (Jan 2024 - Present)
Partnership of employers and educators that work to strengthen talent pipelines and create opportunities for underserved communities bridging the gap between available and needed talent in the Houston region.

G-Unity Business Labs
Program Director (Mar 2023 - May 2023)
Team Mentor (Mar 2022 - May 2022)
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
Board Member (Feb 2019 - Dec 2023)
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
Center of innovation where clients are able to interact with examples of applied technology and brainstorm solutions to their internal challenges.
Innovation Center facilitites management, team management, P&L management, client management, content curation, client experience, North America and global innovation initiatives, project leadership

Accenture | Design Lead, Innovation Center
Jul 2017 - Sep 2018
Design Thinking team responsible for designing and facilitating workshops 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

Wipro | Senior Business Analyst
Jan 2017 - Jul 2017
Consultancy | BP
Product management and design for global operations maintenance and technician management

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
Support team providing problem solving support and management of company-wide improvement projects.
Team management over internal education, marketing, data analysis & reporting, and internal product development
Project management over large company initiatives

Gulf Winds | Product Manager
Feb 2006 - Dec 2012
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

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