

Craig Reeves Brookes

EXPERIENCE DESIGN LEADER

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As an accomplished Product Design Leader with over 14 years of experience, I specialize in leading user-centric design, customer journeys, and shaping future technologies. I've held key leadership positions, including Senior Staff Design Lead, Team Manager, and Product Strategist. I've been instrumental in overseeing user experience, process development, consumer research, and product integration for both desktop and mobile platforms.

PROFESSIONAL EXPERIENCE

Principal Design lead | Slate Auto

Slate Digital - Seattle, WA

October 2025 – Current

- Leading design strategy and execution for the Marketplace and Slate Maker platforms, successfully merging two fragmented user journeys into a single, cohesive foundational experience. This unified interaction model bridges the knowledge gap for customers unfamiliar with industry terminology by implementing enhanced visual identifiers.
- Driving the launch of the Marketplace V2.0 release, scheduled for Jun 22, 2026, which integrates vehicle reservations to preorder, accessory selection, price and configuration transparency, within a proactive rich shopping customer experience.
- Directing the design of the creation of an integrated vehicle acquisition process encompassing budgeting and installation. Simplified the navigation of complex accessory requirements and provided users with the tools to manage their own configurations and complete their designs purchase.
- Facilitating cross team integration, reviews, and sharing design execution and actionable UX recommendations to executive level stakeholders.

Design Lead | Dexcom

Stelo - Seattle, WA

August 2024 – October 2025

- Lead strategy, design and managed cross function team for nutrition on Stelo. Orchestrating the design implementation for meal scoring with AI insights by col
- Design Lead for the first post-launch update for Stelo, enhancing user experience and ratings by adding a historical clarification to the trend graph and improving event accessibility on the home screen. This led to increased product usage and a full rating point increase on both iOS and Android platforms.

Managing Senior Staff Designer | Compass

Compass - Seattle, WA

January 2022–January 2023

- Orchestrated the design implementation for 3 new Agent services. Each order reduced the cost to serve by 15%, creating a 22% margin, while receiving a CSAT score of 4.85/5.
- Led direction, strategy, and management for the Compass Services design team. Redefining how real estate agents receive services to make more sales and create a new income stream for Compass.
- Reporting to the VP, I developed yearly company roadmaps and schedules by working closely with engineering and product leaders. As part of Compass Design Leadership, I played a crucial role in shaping the company's strategic direction.
- Facilitated a directional 30-person company-wide workshop to address redesigning the entire Compass app. I held or helped organize multiple design sprints. I also coordinated and presented all-hands presentation decks and educational forums.
- Defined and organized Compass' conference event representation for IXDA and Rosenfeld conferences.

Staff Designer | Compass

Compass - Seattle, WA

March 2020–December 2021

- Designed an AI interaction model for agent marketing materials. This automatically creates recommended marketing materials for each phase of a

listing. This required deep product knowledge and reduced the complexity of Marketing Center in the Business Tracker project.

- Created a 133% YOY increase in usage and reduced custom template time from a week to an hour through Leading the design and launch of a self-serve Agent Marketing Template Editor. An agent all-in-one design, marketing, and advertising tool. The agent can edit or adjust the design with easy-to-use built-in web tools.
- Facilitated direction, strategy, and management for multiple products in the real estate agent marketing Center space for home and navigation for web and mobile.

Senior UX Designer | Amazon Device Design Group

Amazon - Seattle, WA

July 2018–February 2020

- Designed and facilitated workflows across multiple in-house design studios to update the out-of-box experience for Alexa devices without screens. Redesign of the Alexa app home experience and navigation. Both experiences led to the app receiving its first 4+ star rating.
- Organized and facilitated multiple Design Sprints projects leading to new concepts and product improvements, including the integration of Ring into the Amazon product line.
- Focused on Amazon Presentation Language for mobile. This work included facilitating a graphical interface that scaled for Alexa responses for on-the-go customers, a new way to use Alexa.

Design Manager | Amazon Kindle

Amazon - Seattle, WA

January 2016–June 2018

- Managing lead with multiple work streams in Kindle e-reader device software, launching two new e-reading platforms: Kindle Oasis 7 and updated Paperwhite. Directed the design for the future vision of the Kindle e-reader.
- Managing lead for Kindle X Migu, China Mobile's content and value-added service. Migu is one of the largest distributors of online literature in China, with over 300M customers.
- Managed Kindle engagement, including the Social Library integration on iOS, Goodreads conversations, Manga web reader, and engagement campaigns by defining the strategy, direction, and goals.

- Developed team members' skills by identifying & providing needed training, coaching, & mentoring.

Senior UX Designer | Amazon Kindle Apps

Amazon - Seattle, WA

February 2013–December 2015

- Increased discovery and DSI, I led the Kindle app redesign for Android & iOS, featuring a new look with a feel inspired by books.
- 5-star app review and 2 patents. I created a new method of navigating digital books called Page Flip. As customers turn pages, Page Flip automatically pins their page to the side of the screen, so they can return to it if desired.
- Design Lead for multiple Kindle features, including speed reader, layers navigation, library redesign, and audible integration.

UX Designer | Amazon EDI B2B

Amazon - Seattle, WA

May 2011–January 2013

- Designed SimpleEDI, an Enterprise-Grade Platform that empowers external partners by giving them choices when connecting to Amazon. The platform allows customers to send and receive B2B documents from Amazon in a chosen format via a selected protocol, even when other businesses may exchange documents in a different format.

UX Designer | Amazon International Site

Amazon - Seattle, WA

December 2010–March 2011

- Contract position creating mockups and prototypes for an expansion site in India called Junglee. The site helped aggregate purchase options between digital and physical stores, so customers could make informed buying decisions.

UX Designer | Amazon.com

Amazon - Seattle, WA

August 2010–December 2010

- Design Internship creating mockups and user interface guidelines for Amazon.com personalization system. The goal was to encourage customers to sufficiently engage with Amazon, so recommended items would be relevant.

Design Position LLC

Owner - Seattle, WA

March 2009–January 2011

- As an owner/freelancer, created websites and web advertising material for multiple clients.

EDUCATION

Master's Degree: Architecture Research & Design

Southern California Institute of Architecture

Bachelor of Architecture

Washington State University

Web Design Degree

Seattle Central Community College

Project Management Graduate Program

University of Washington

PATENTS

2021 Co-reading group ad hoc forum - U.S. Patent US11206149B1

2019 Bookmark overlay for display content – U.S. Patent US10514830B2

2019 Supplementary content layers – U.S. Patent US10474330B1

2017 Acquiring items using gestures on a touchscreen – U.S. Patent US9773245B1

2016 Obscure camera as input – U.S. Patent US9507429B1

SKILLS

DESIGN

UX/UI design, Design thinking, systems design, Competitive analysis, Cross-platform, Responsive design, real estate design, Accessibility, Mobile app design, Unique device design - Kindle & Alexa, Websites, UX research, Usability testing, UX copy, Wireframes, Flow diagramming, Journey Mapping, Blueprint diagram, Pixel perfect screens, cross-functional teams, Prototyping

LEADERSHIP

Team management, Project management, Stakeholder presentations, Interviewing, Hiring, Mentorship, All hands, time management, International teams, Performance reviews, One-on-ones, Career Development, Design

feedback, Design workshops, Design Sprints, Team building

TOOLS

Figma, Miro, Sketch, Adobe CC, Invision, Principle, Keynote, Jira, Confluence, HTML & CSS, Monday

INTERNATIONAL EXPERIENCE

Professional work experience: Moscow, Oslo, Prague, and London

Educational experience: Denmark International Studies-Copenhagen, Denmark, and Gymnasium Füssen, Germany.

ADDITIONAL

Eagle Scout Award