

Kayce Reed-Buechlein

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🌐 kaycereed.com 📍 Bloomington, Indiana

Director of UX & Design | Embedded Analytics | Design Operations | AI-Augmented Design Practice

Senior UX leader and player/coach with 15+ years driving design strategy across complex, multi-team product environments. Designs across the full analytics spectrum — from storytelling with data that drives fast, confident action, to deep exploratory analysis that builds understanding — and creates interaction models that serve both mental models and the transitions between them. Builds high-performing teams, advances UX craft, and brings systems thinking to make embedded analytics experiences engaging, valuable, and trustworthy at scale.

EXPERIENCE

Senior Manager, Product Design

Medidata Solutions

July 2023 - May 2026 | New York City, NY (Remote)

(Promoted from Lead Product Designer in April 2024)

- Led a 10-person design team responsible for all UX strategy and production delivery for the Data Experience pillar, spanning complex data workflows across the full clinical trials lifecycle.
- Defined interaction models for embedded analytics surfaces — including data exploration, filtering systems, drill-down experiences, and contextual data visualizations — surfaced across the platform via Thoughtspot integrations.
- Developed working knowledge of the semantic layer and query performance constraints that shape what's possible in embedded analytics UX, enabling more precise, technically grounded design decisions.
- Drove design system governance and component adoption across multiple product teams, establishing shared patterns and services that scaled across diverse embedded contexts.
- Partnered daily with frontend and platform engineering through sprint ceremonies, architecture discussions, and paired working sessions — operating as co-creator rather than handoff-driven designer, and contributing UX perspective to decisions with direct end-user impact.
- Established design operation practices including critique culture, mentorship frameworks, career ladder, and growth planning for all individual contributors.
- Integrated AI-powered design toolsets (Figma AI, generative prototyping workflows) to accelerate wireframing, component documentation, and design specification delivery.

Director, Product Design

Formstack

Oct 2020 - July 2023 | Fishers, Indiana (Remote)

(Progressed from Senior Product Designer → Lead → Principal → Director, 2014–2023)

- Owned and evolved the company-wide design system, including component libraries, interaction guidelines, design tokens, and governance processes across 5 acquired product and engineering teams and over 30 developers - through a series of M&A events.
- Led UX strategy for data-rich product surfaces including form building, analytics and submission dashboards, and workflow automation serving 25,000+ customers.
- Partnered with Product Management to establish a scalable user research practice, operationalizing usability testing, interview pipelines, and synthesis workflows across the design org.
- Partnered with Data Science and Engineering to craft dashboards designed for executives and senior leaders using Looker.
- Defined API contracts for UI components and front-end specifications in collaboration with engineering leads, reducing design-to-implementation ambiguity.
- Managed and mentored a multi-disciplinary design team; facilitated design reviews, cross-team critique sessions, and roadmap alignment workshops with executive stakeholders.
- Championed continuous feedback loops between Design, Product, and Engineering through triad working sessions, annotated prototypes, and embedded sprint participation.

Interaction Designer / Product Analyst

Cornerstone Information Systems

June 2008 - May 2014 | Bloomington, Indiana

EDUCATION

M.S. in Human-Computer Interaction Design

Indiana University

August 2006 - May 2008, Bloomington, Indiana

Thesis: Looking Good On The Web: Evaluating the Visual Impact Of Political Websites. Designed and conducted an experiment that measured human perceptions of the visual qualities of websites. Used as the sample population approximately 400 United States Congressional Officeholders' websites. Created a series of best practices when designing and developing for political candidates based on the experiment results.

B.S. in Informatics

Indiana University

August 2002 - May 2006, Bloomington, Indiana

TEACHING

Luddy School of Informatics, Computing and Engineering

Indiana University

Adjunct Lecturer

I695, Thesis/Project in Human-Computer Interaction Design

Spring 2024, Spring 2025, Spring 2026, Spring 2027 (planned)

I400/I590, Product Management

Fall 2021, Fall 2022, Fall 2023, Fall 2024, Fall 2025, Fall 2026

I300, Human-Computer Interaction Design

Spring 2016, Fall 2016, Fall 2017, Fall 2018

PUBLICATIONS & WORKSHOPS

Blissfully Productive: Grouping and Cooperation in World of Warcraft Instance Runs.

Shaowen Bardzell, Jeffrey Bardzell, Tyler Pace, Kayce N. Reed.

Paper presented at the Computer Supported Collaborative Work (CSCW) Conference in San Diego, CA. 2008

Looking Good on the Web: Evaluating the Visual Impact of Political Websites

Kayce N. Reed, Dennis P. Groth

Paper presented at the Conference on Human Factors in Computing Systems (CHI) in Florence, Italy. 2008

Perception of Congress on the Web

Kayce N. Reed

Paper presented at the Conference on Human Factors in Computing Systems (CHI) for a Workshop on Social Data Analysis in Florence, Italy. 2008

Professional expertise

Design: Figma (component architecture, auto-layout, variables, design tokens), low-to-high fidelity prototyping, design systems, interaction architecture, data visualization design, user experience

AI Tooling: Figma Make, Gemini Canvas, AI-augmented prototyping and specification workflows; actively exploring Lovable/Cursor/ GitHub Copilot for prototype development

Methods: Human-centered research, usability testing, systems thinking, UX design operations, Agile/Scrum

Leadership: Team management, mentorship, stakeholder facilitation, design critique, cross-functional collaboration

Analytics & BI Tools: Looker, Tableau, Thoughtspot, Pendo

Tech/Dev: HTML, CSS, React — sufficient to evaluate implementation fidelity and partner effectively with Engineering

Awards

Indiana MIRA Award Finalist for Young Technology Professional of the Year, 2012.

Student Research Competition Finalist at Chi International Conference, 2008.

Service

Court-Appointed Special Advocate (CASA) for children in and around Monroe County, January 2020 to current.

Boys and Girls Club of Bloomington, Indiana Board of Directors, 2011-2012.