

TANNER SCOTT REID

Product and Design Leader

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PROFILE

Product and design leader with 12+ years of experience bridging software, hardware, and human-centered design. I specialize in translating complex technologies into intuitive experiences, combining the technical judgment of an engineer, the creative instincts of a designer, and the strategic perspective of a product leader. My work spans product vision, executive decision-making, and multidisciplinary collaboration from research through launch.

PROFESSIONAL EXPERIENCE

Cricut — Salt Lake City, UT | Feb 2021 – Dec 2025

Group Global Product Manager | Consumer hardware and design software

- Owned software product vision and strategy across approximately five product teams, supporting four machine launches across two families and the development of two additional, unlaunched machine categories.
- Led the evolution of Cricut's consumer design software beyond vinyl cutting, defining product strategy and interaction models for new manufacturing technologies, including laser cutting, while establishing a scalable vision for future machine platforms.
- Led software product strategy and guided experience design for consumer machines and subscriptions collectively generating hundreds of millions in annual revenue.
- Developed a multi-year, company-wide vision for consumer design software, influencing foundational platform investments, hardware and software feature decisions, research plans, QA priorities, and patent strategy.
- Aligned product, UX, engineering, firmware, hardware, research, materials, manufacturing, legal, and executive stakeholders around shared product vision, improving decision-making and documentation practices across teams.
- Led a cross-functional initiative to diagnose and resolve systemic customer pain points in machine connection and sticker-making, combining software experience redesign with machine-level algorithm and precision improvements to raise CSAT for a core feature from 2.7 to 4.3 in one quarter.

Abound Parenting — Boston, MA | Jun 2019 – Oct 2020

Chief Product Officer | Mobile education technology

- Led product vision and fostered a collaborative design and engineering culture at a seven-person MIT DeltaV startup building on research from Harvard's Graduate School of Education..
- Designed parent-facing content interactions for iOS and Android that encouraged real-world parent-child engagement; the resulting app was a Webby Award finalist alongside MasterClass and Rosetta Stone.
- Guided a remote engineering team from research and experience strategy through app delivery and iterative releases.

IBM — Boston, MA | Jun 2018 – Aug 2018

Product Management II Intern | Informix database software

- Used customer interviews and revenue analysis to reshape product packaging and modularize offerings for enterprise transaction-processing customers.
- Developed technical marketing videos and communication standards for a portfolio of complex software products.

Autodesk — Boston, MA | Nov 2013 – Sep 2017

Product Design Engineer & Evangelist | Fusion 360 and design technology

- Partnered with startups and established brands across industries from clean technology to fashion, exploring emerging design and manufacturing workflows that helped advance Autodesk's vision for the future of making things.
- Supported Fusion 360 product and UX teams through research, technical prototyping, and storytelling that connected designers and engineers to user needs and industry trends.

ADDITIONAL LEADERSHIP & TEACHING

MIT Sloan & MIT School of Engineering — Cambridge, MA | Jan 2017 – Jun 2019

Graduate Teaching Assistant | Product design and engineering education

- Coached MIT Engineering, Sloan MBA, and RISD industrial design teams in open-ended product design, research, ideation, evaluation, critiques, and multidisciplinary collaboration.
- Taught and graded three courses: Product Design and Development (graduate, multidisciplinary), Introduction to Design (undergraduate), and Designing the First Year Experience at MIT (undergraduate and graduate).

EDUCATION

Massachusetts Institute of Technology | 2019

MS, Engineering and Management, Integrated Design & Management

Focus: systems engineering, ethnographic research, and organizational design; Kauffman Teaching Certificate; MIT DeltaV Startup Accelerator

Franklin W. Olin College of Engineering | 2013

BS, Engineering: Mechanical Design

Focus: mechanical systems and human-centered product development

CAPABILITIES & TOOLS

UX & Interaction Design • Design Strategy • Ethnographic & Qualitative Research • Prototyping • Hardware–Software Experiences • Industrial Design • Systems Thinking • Cross-functional Leadership • Product Discovery • Visual Communication

Figma • Adobe Creative Cloud • Fusion 360 • SolidWorks • Jira • Azure DevOps • AI-assisted research, prototyping, and workflows • Airtable • Microsoft Office

SELECTED INTERESTS

STE(A)M education • Oil painting • National parks • Restoring my 1965 Mustang • Typesetting & book binding • Architecture and home design