Emily Reimer hello@emilyreimer.com Glasgow, UK emilyreimer.com

Profile

Entry-level UX designer with an MSc in User Experience and Interaction Design and a BA in Studio Arts. Pairs user research and prototyping with hands-on ecommerce experience.

Experience

Monorail Music Ecommerce & Digital Assistant 2025–current
At Monorail, I helped implement a digital inventory system cataloguing 1000+ albums and CDs, setting the categories and naming conventions staff use daily. Led the shop's migration from WooCommerce to Shopify. Grew Instagram from 11k to 17k followers organically.
January 2025 to Present — Glasgow

Bank Street Media Labs Programme Coordinator 2024–current
Secured Creative Scotland National Lottery funding through grant writing. Planned and hosted live and online events.
January 2024 to Present — Glasgow — voluntary

The Beat Goes On Assistant Manager 2019–2024
Managed daily sales and operations of new and second-hand LPs, CDs and DVDs and maintained the shop's online presence.
2019 to 2023 — Guelph, ON

Projects

Dissertation Collaborative livestream platform prototype
Investigated the lack of livestreaming software built for creatives working together. Ran a survey and a focus group to establish what collaborative sessions require. Designed and prototyped a purpose-built collaborative livestreaming platform, which was usability tested with 5 participants.
2026 — MSc UXID, Glasgow Caledonian University

Lefta Wealth UX Design Project
This project answered a design challenge from Barclays: develop a new mobile banking app targeting 18 to 30-year-olds. I conducted demographic research into what this group wants from banking, then developed a hi-fi prototype. The app went through 2 stages of user testing before being delivered alongside a design folio.
2025 — UX Design Project Module

Education

Glasgow Caledonian University
MSc User Experience & Interaction Design, 2026

University of Guelph
BA Studio Arts, 2019

Skills

Usability testing, interviews, focus groups, personas, journey mapping, wireframing, prototyping, information architecture, visual design

Tools

Figma, Adobe Suite, Shopify, WooCommerce, WordPress, Mailchimp