

# C Reyes

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DESIGNBYREYES@GMAIL.COM

END-TO-END UX & PRODUCT DESIGNER

7+

YEARS OF  
EXPERIENCE

2

DEGREES

51+

SKILLS

## Skills

### TECHNICAL DESIGN TOOLS:

Adobe Creative Cloud,  
Balsamiq, Invision, Axure,  
Craft, Zeplin, Sketch, Visio  
HTML/CSS/LESS, Bootstrap,  
looking forward to learning the next one!

### DESIGN EXPERIENCE:

Design-thinking, Strategy, HCI,  
User experience design (UX design),  
Visual design, branding & identity,  
User interface design (UI), Product,  
Interaction design, Web, Responsive design,  
Usability testing, Mobile Design,  
User research, Analytical skills,  
Prototyping & wireframing,  
Information architecture,  
User journeys, user flows,  
Storyboarding, story maps,  
Analytics including Google and Hotjar  
User-centered design,  
Raster/vector illustration

### SOFT SKILLS:

Effective time management,  
Organized and detail-oriented,  
Attention to detail, passionate, driven,  
Hard working and reliable, problem-solving  
and project management skills,  
Committed to teamwork, flexibility,  
and adaptability, Clear communication,  
Flexible and friendly nature, loves a challenge!

## Education

Cornish College of the Arts  
Bachelors of Fine Arts (BFA) –  
Visual Communication Design  
*Magna Cum Laude Graduate*

Lake Washington Technical College  
Associates of Applied Science (AAS) –  
Multimedia Design and Production  
*Dean's List Fall 08 and Winter 09*  
*President's List Spring 09*

## Experience

### UX DESIGNER, THE GARRIGAN LYMAN GROUP, MAY 2017 – JANUARY 2018

- Worked as the UX specialist on project teams
- Produced briefs, business requirements, sitemaps, user flows, usability test plans, wireframes, high-fidelity comps for prototypes, specifications for developers
- Experience with both B2C and B2B projects, responsive websites and portals, product development, complex and challenging information architecture
- Created a design system as a way to manage the complexity and consistency of the project and make the design process cleaner, simpler, and easier to manage at scale
- Conducted quantitative and qualitative usability testing
- Acted as the product owner on the team, where having a high attention to detail helped manage the complex designs, maintain the vision, and assisted the product team to collaborate and stay informed and focused

### UX DESIGNER, TEAM LEAD, PROVOKE SOLUTIONS, JULY 2014 – MAY 2017

- Expert in end to end UX product design, as I worked for 2 years as the only designer for the entire office, until I hired a junior UX designer; experience as a mentor; have worked both independently and as part of a team of designers
- Conducted requirement gathering workshops and user research activities including user flows, user journeys; defined goals and success metrics, wrote briefs, user stories and information architecture documents
- Experience with the Agile process and iterating quickly under ambiguous and constantly shifting priorities; learned to be flexible and have a good sense of humor!
- Accustomed to a high-energy environment, where communication with product team is key: can articulate design decisions to product owners and executives and work collaboratively with the team
- Created prototypes and high fidelity comps to get end-user feedback on initial concepts via usability studies
- Delivered projects smoothly by facilitating hand-overs to stakeholders and developers through assets such as redlines, style tiles, HTML/CSS/ LESS files, interaction specifications and branding guidelines

### VISUAL WEB DESIGNER, ALLRECIPES.COM, JANUARY – MAY 2014

- Facilitated the successful operations of all the graphic needs, including high fidelity comps, for 18 localized sites in 12 languages by working directly with stakeholders, including site producers and account managers
- Accustomed to a fast pace of work and juggling multiple projects through time management, organization, clear communication, and high attention to detail

### WEB: GRAPHIC DESIGNER, ZUMIEZ INC., SEPTEMBER 2013 – JANUARY 2014

- Improved user experience by maintaining consistency of brand through design assets – email, marketing and site campaigns
- Increased user engagement through creation of the new catalog. Successfully designed, delivered, and printed the catalog early and under budget

### ASSOCIATE DESIGNER, BLUE NILE INC., OCTOBER 2012 – SEPTEMBER 2013

- Increased job applications through a redesign of the career section of the site, which included research, information architecture, wireframes, high fidelity comps, specifications, and photo direction
- Improved user experience and increased sales of products through consistent application of the brand through marketing campaigns that included banner ads, landing pages, and email design