

Bobby Reyes

UX/UI Designer

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WORK EXPERIENCE

The Marketing Store

UX Designer (Contract)

October 2019 - Present

Develop detailed sketches, user flows, and wireframes to effectively communicate interaction and design ideas.

Collaborate with cross-functional teams to evaluate the feasibility of proposed features and to align designs with the overall product and business strategy.

Conduct and present competitive analysis and industry best practices research.

Culey Walker

Co-Founder / Designer

May 2017 - Present

Create detailed project road maps, plans, schedules and work breakdown structures.

Develop preliminary logos and visual identities.

Design wireframes, interface mockups, and style guides.

Responsible for designing marketing materials for various clients.

General Assembly

Lead Instructor-UX Design

January 2019 - April 2019

Promoted to lead instructor managing and instructing an immersive design program for students new to user experience design.

Assist the instructional manager in setting program strategy, vision, and direction for program execution.

Influence and inspire students, giving them insight into the design industry.

Evaluate student progress periodically and provide feedback and counseling on a regular basis.

Continually collaborate with fellow instructors and staff to create an ideal learning environment for students.

Assistant Instructor-UX Design

January 2018 - January 2019

Taught alternating lessons with the lead instructor.

Worked with the General Assembly Outcomes team to provide insight on student's design training, thinking, and areas of opportunity or struggle.

Provided constructive criticism and feedback on student homework assignments, projects, case studies, and portfolios.

Acted as a support system and information resource for students throughout the course.

EDUCATION

B.A. Psychology

Roosevelt University

UX Design Program

Designation Labs

Computer Programming Bootcamp

Code Chicago

PROFESSIONAL SKILLS

Sketch

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Lightroom

HTML

CSS

Invision

Zeplin

Marvel

Photography

Stridekick

UI/UX Designer

August 2015 - June 2017

Contributed to the redesign of web and mobile products focusing on improving the overall UX.

Delivered wireframes, mockups, and prototypes to create user-friendly interfaces for web and mobile products.

Defined information architecture and interaction design for an internal web application using user flow diagrams, sitemaps, and interactive prototypes.

Conducted both quantitative and qualitative data analysis on data gathered from focus groups, one-on-one interviews, surveys, and remote and local user testing.

Photographed and edited photos used for marketing and social media content.

WisdomGroup

UX Designer

December 2014 - August 2015

Assisted in the designing of wireframes and user interfaces for the companies various websites and landing pages.

Helped maintain and create front-end code for the brand's websites and marketing pages.

Provided visual graphics and content for the companies various social media accounts.

Acted as company voice by leading, engaging & sustaining technology communities under WisdomGroup brand.

Maintained company's online presence through its blog and social media outlets.

Ruby Hornet

Visual Designer

May 2013 - May 2015

Conceived and designed social media campaigns, online advertisements and banners to support marketing objectives.

Created high quality, shareable, and relevant written blog content.

Captured and edited photographs for events, concerts, and interviews.