

Bobby Reyes

Product Designer

319 E 45th Court, Tulsa, OK 74105

hello@bobbyreyes.io

bobbyreyes.io

847-471-8298

WORK EXPERIENCE

Groupon

Product Designer

August 2021 - August 2022

Developed product design strategies, working with and managing feedback from multiple stakeholders across departments.

Identified usability problems, documented and translated ux research insights to improve product designs.

Participate in design critiques by sharing and receiving constructive feedback.

Led retrospectives and spear headed the development of design quality assurance to improve overall team processess when working with engineering.

Forager

UX/UI Designer

January 2020 - July 2021

Partner with product managers and stakeholders to uncover, define, and address unmet user and business needs.

Lead and participate in user research using industry accepted methodologies and documentation including user journeys, scenarios, card sorting, and interviews.

Develop the companies user research and usability testing frameworks to understand our target user's workflow, goals, and tasks.

Responsible for creating information architecture diagrams, wireframes, and hi-fidelity user interfaces from user research gathered.

Collaborate with development leads to create impactful solutions within technological and budgetary constraints.

Mentor team members on the principles and best practices of UX/UI design.

The Marketing Store

UX Designer (Contract)

October 2019 - December 2019

Developed detailed sketches, user flows, wireframes, and prototypes 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.

EDUCATION

B.A. Psychology

Roosevelt University

UX Design Program

Designation Labs

Computer Programming Bootcamp

Code Chicago

PROFESSIONAL SKILLS

Figma

Sketch

Miro

Adobe Creative Suite

HTML

CSS

Invision

Zeplin

Marvel

Airtable

Trello

Culey Walker

Co-Founder / Designer

May 2017 - October 2019

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.

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.