

SERGIO A. REYES Jr.

UI/UX DESIGNER | CREATIVE PROBLEM SOLVER | CURIOUS INNOVATOR



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OVERVIEW

Seasoned designer and UI/UX enthusiast with a passion for solving complex digital problems through intuitive interaction design. Skilled in leading the end-to-end design process — from project strategy, design systems, and information architecture to user research, testing, and delivery — creating meaningful, user-centered experiences.

EXPERTISE

- Figma
- Web Design / Mobile Design
- Usability Research / Testing
- Material / iOS / Lighting - DS Libraries

EDUCATION Miami International University of Art & Design - Bachelors of Arts

LANGUAGES English & Spanish

PROFESSIONAL WORK EXPERIENCE

Senior UI/UX Designer

AKAMA! | FULL-TIME | NOV 2023 - PRESENT

- Lead designer for the HR Oracle HCM app, which includes design and development of the core interface and workflows for the cloud-based app.
- Created customer journeys, process flows, wireframes, and high-fidelity layouts in Figma to effectively communicate design strategies and detailed interaction behaviors.
- Worked closely with stakeholders, users, and engineers to improve user onboarding & offboarding workflows.
- Identified user requirements, tested and troubleshooted design solutions, and workflows for product deployment.
- Designed interactive mockup prototypes using Figma to simplify complex problems within the Oracle cloud platform.
- Supported several leadership-level goals across the organization in an agile-paced environment for both large-scale projects and various microsites.
- Optimized Salesforce workflows and pages for the HR team by utilizing Salesforce Lightning Design System components.
- Enhanced productivity by improving workflows with Lightning components and improving data visualization through customized SFDC Reports and Dashboards.
- Implemented web-to-case and web-to-lead solutions to improve employee interactions, ensuring data accuracy and monitoring performance through detailed analytics.
- Managed and prioritized Jira backlogs to streamline UX design tasks, ensuring alignment with sprint goals and product roadmaps.
- Collaborated with cross-functional teams by refining user stories, defining acceptance criteria, and maintaining a well-groomed backlog for efficient sprint planning.
- Designed email campaigns in Figma and handed off production-ready assets to developers, maintaining consistency with brand and accessibility standards.

Recent Accomplishments:

Redesigned the internal HR portal UI using the Oracle Redwood Design System to improve navigation, streamline access to key resources, and enhance the self-service experience — resulting in a 25% reduction in support tickets and faster completion of key HR tasks such as career development and objective setting.

Senior UI/UX Designer

NEXTECH SOLUTIONS | FULL-TIME | FEB 2020 - SEPT 2023

- My role is to lead and drive all aspects of UI design, research, workflows, and architecture of an all-in-one cloud-based medical records & practice management software (EMR/EHR). The application includes a consumer-facing experience, as well as an administrative back-end across 9+ products.
- Led end-to-end redesign of a medical charting iPad app, driving sprint planning, prototyping, and user testing within an agile environment.
- Leveraged Jira dashboards and reports to track design progress, identify bottlenecks, and optimize workflows for improved team productivity.
- Maintained a Figma design system library for deployment; updated/created components, and ensured consistency across all web and app environments.
- Validated the end-to-end user flow charts, ensured the iPad software works as expected in real-world scenarios, and enhanced user satisfaction.
- Designed projects using Figma for both the iOS & Angular Material frameworks environments.
- Worked in a collaborative environment with product managers, stakeholders, and lead engineers to define business needs where I produced interactive prototypes.
- Designed and built custom dashboards for ophthalmology workflows, integrating specialty templates, ePrescribing, immunization reporting, and physician alerts to streamline patient chart management and eliminate reliance on manual notes.

Accomplishments:

One of my recent achievements has been to lead the efforts of a complete redesign of a clinical charting app for the iPad where I improved the UI/UX efficiency by a **50% reduction in taps** and a **36% reduction in time**. (Project scope: 10 months)

I oversaw the design efforts of 3 front-end developers, 1 project manager, and provided additional support to troubleshoot/refine the interface and interactions. I worked with product owners and tech leads very closely in every phase of this project, including prioritizing the roadmap, research, brainstorming, ideation, and data flow architecture to improve UI design and development of all new inputs and features. I was able to validate my designs by conducting frequent user testing sessions and survey reports. I interviewed multiple stakeholders, held 1-on-1 sessions, and presented live demo webinar meetings that occurred every 2 weeks for research, feedback, and insight for each test case.

For more details on this case study please visit my portfolio: <https://sergioreyesresume.com/project/emr-charting-redesign/>

PROFESSIONAL WORK EXPERIENCE

Web Development Specialist

CITRIX SYSTEMS, INC. | CONTRACT | JUN - DEC 2019

- Defined and deployed Citrix's web environments using Salesforce and AEM. This included staging environments, implementing and maintaining JavaScript functions, and workflow processes, and upkeep of all graphics using Adobe's Digital Asset Management (DAM).
- Facilitated design sprints and brainstorming sessions with key stakeholders to set business objectives and maintain project direction.
- Ran user tests and customer surveys to pinpoint issues, validate concepts, and shared insights with the business.
- Held monthly team meetings with stakeholders, developers, and vendors' issues to address customer needs and project requirements in a quick turnaround time.
- Using the Salesforce Experience Cloud solutions tool I create retargeting experiences for personalized page experiences tailored for product placements and messages.

Accomplishments:

Became the point of contact on the web marketing team responsible for building custom web journeys that improve consumer experience and maintain primary web properties using Adobe's Experience Manager CMS.

Marketing Manager

INTERVAL INTERNATIONAL | CONTRACT | AUG 2018 - FEB 2019

- Responsible for the performance and management of user engagement of the company's core flagship websites – IntervalWorld.com and LeisureTimePassport.com. responsibilities included the mobile site, digital media, and maintenance.
- Point of contact for all web-related UI/UX initiatives to ensure that content-related issues get resolved immediately using Teamsites (CMS) content management tools.
- Carried out quality assurance tests identifying gaps in website performance / online behavior to improve usability by collecting feedback from all segments and workflows.
- Built and customized HTML email templates in platforms such as Mailchimp ensuring responsive layouts across devices and email clients.
- Performed template adjustments including copy changes, image updates, layout refinements, and troubleshooting responsive HTML/CSS for email campaigns.

Accomplishments:

Performed a comprehensive site audit of Intervalworld.com, identified low-traffic pages, and recommended page consolidation and new landing pages with optimized forms — resulting in a 15% increase in lead generation, conversions, and exposure to new upsell opportunities.

Integrated Marketing

ROYAL CARIBBEAN CRUISES LTD. | CONTRACT | DEC 2017 - 2018

- Managed 9 regional homepage environments that included; testing, gathering data, creating A/B layouts for audience segmentation experiences, and reviewing all campaigns before deployment to ensure URLs, analytics tracking codes, and copy were correct and aligned with brand goals using Adobe Experience Manager.
- Designed and developed product launch campaigns to generate marketing leads.
- Created A/B mock-up layouts using Sketch, testing product placement and content engagement messages.
- Utilized enterprise content management systems such as Adobe Target, AEM, Optimizely, and Monetate to edit code, manage content, and deploy updates across multiple website environments.
- Attended daily scrums, working with cross-functional teams (Pricing, Rev. Management, Marketing, Sales, Park Operations) to prioritize tasks, inform status updates, and communicate outstanding issues or roadblocks that need to be resolved throughout the agile development lifecycle.
- Prioritized, scheduled, and managed multiple time-sensitive campaigns simultaneously that included; Seasonal Offers, Flash Sales, BOGO, Regular, Daily, Weekly, or Monthly Deals, Rebate Offers, and Pre-Launch Exclusive Offers.

Accomplishments:

Developed comprehensive training materials and instructional presentations detailing best practices for DAM Library maintenance, including SEO-driven naming conventions, step-by-step user workflows for adding keywords and alt text, and guidance on organizing assets within a new file structure.

Lead UI/UX Designer

IBEZA LLC. | FULL-TIME | DEC 2010 - SEPT 2015

- Conducted user research and interviewed physicians, ophthalmologists, and technicians to create custom user personas and journey maps.
- Provided low and high-fidelity wireframes and interactive prototypes, testing efficiency, and improving time-saving workflows.
- Facilitate presentation & feedback sessions on new UI features and UX workflows to validate needs and performance against business goals.
- Hosted team meetings to validate design layouts and new UI/UX functionality for stakeholders and developers to project estimates on delivery.
- Worked with cross-functional teams to prioritize tasks, inform status updates, and remove roadblocks throughout the agile development lifecycle.
- Produced all UI/UX deliverables adhering to strict US government guidelines and rules for displaying medical data, records, and notifications.
- Championed user-centered design principles throughout every stage of the product lifecycle to ensure the delivery of all usable products.
- WordPress website: Configured and customized website. Designed and implemented custom WordPress themes to align with client branding and project requirements, enhancing user experience and visual appeal.

Accomplishments:

Spearheaded the UI design and UX workflows for a custom cloud base EHR Ophthalmology medical software that was created to deliver real-time medical results, time-saving efficiency, and replace manual billing paperwork systems.

