SERGIO A. REYES Jr.

UI/UX DESIGNER | CREATIVE PROBLEM SOLVER

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OVERVIEW

Seasoned designer turned UI/UX addict. I provide skills in solving digital problems for UI and UX interaction designs. Passionate about leading the end-to-end design cycle that includes; design systems, information architecture, project strategy, research, testing, and delivery of meaningful user-centered experiences.

EXPERTISE

- Figma
- Sketch
- Adobe Creative Suite
- JIRA/Confluence
- Cross-functional Collaboration
- Usability Research/Testing

SKILLS

- Wireframing
- Stakeholder management
- Low-Hi Fi Prototypes
- 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

AKAMAI | CONTRACT | NOV 2023 - MAY 2025

- 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 organization in an agile-paced environment for both large-scale projects and various microsites.
- Leveraged cloud-based collaboration tools such as Oracle Cloud Applications and Google Workspace, to enhance team productivity and streamline project workflows.
- Developed and optimized Salesforce applications 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.

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 app for the iPad that included sprint planning based on agile methodology for the daily workflow of all team members and quarterly milestone objectives.
- Leveraged Jira dashboards and reports to track design progress, identify bottlenecks, and optimize workflows for improved team productivity.
- Involved in all aspects of the design sprint including strategy sessions with product teams, design brainstorming, creation of flows, wireframes, prototypes, micro-interactions, documentation, and presentations to upper management using Figma and Sketch applications.
- Hosted online webinar that occurred every 2 weeks for research, feedback, and insight for each new feature or workflow (10-25 attendees).
- Maintained a Figma design system library for consistent deployment; updated/created components, managed updates, and ensured consistency across all web and app environments. This includes defining a structure, using libraries effectively, and troubleshooting inconsistencies.
- Validated the end-to-end user flow charts, ensured the iPad software works as expected in real-world scenarios, and enhanced user satisfaction.
- Utilizing Angular Material frameworks, I helped lead and create all the components, colors, icons, typography, templates, and UX patterns with documentation to be used in development and stakeholder handoff.
- Worked in a collaborative environment with product managers, stakeholders, and lead engineers to define business needs where I produced interactive prototypes.
- Designed projects using Figma for both the iOS & Angular Material frameworks environments.
- Built multiple web pages for the marketing team displaying custom dashboards by using the Salesforce Lightning Design System component library.

PROFESSIONAL WORK EXPERIENCE

Web Development Specialist

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

- Point of contact on the web marketing team at Citrix Systems, Inc. responsible for building custom website journeys that improve consumer experience and maintain primary web properties using Adobe's Experience Manager CMS.
- 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).
- Brand identity development: maintain a consistent brand image using compnay color schemes, and visual elements to establish online presence.
- Created bi-weekly webinar events and sign-up forms where I tracked online engagement using Marketo, Salesforce, and GoToWebinar forms.
- Held monthly team meetings with stakeholders, developers, and vendors' issues to address customer needs and project requirements in a quick turnaround time.
- Implemented Salesforce Experience Cloud to develop self-service portals and knowledge base sites, empowering users to find relevant information and support resources quickly and efficiently.
- Reported on quality analysis, testing, and benchmarks during project sprints. Using the Salesforce Experience Cloud solutions tool I create retargeting experiences for personalized page experiences tailored for product placements and messages.
- WordPress website: Administered site performance: Monitored and optimized website performance, including load times and responsiveness, using tools and techniques such as caching, CDN integration, and database optimization.
- WordPress website: Performed content management: Assisted clients in content creation and updates, ensuring content is well-organized, SEO-friendly, and formatted correctly across various devices and browsers.

Marketing Manager

INTERVAL INTERNATIONAL | FULL-TIME | 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 initiatives, rights-holders, and partners to ensure that content-related issues get resolved immediately (e.g. responding to inbound email requests) using Teamsites (CMS) content management tools.
- Prepare and format branded documents such as user stories, website and social media reports, meeting agendas, proposals, presentations, and other client communication and correspondence.
- Carried out quality assurance tests and identified gaps in website performance / online behavior to improve usability by collecting feedback from all segments and workflows.
- WordPress website: Developed and managed plugins: Integrated custom plugins to extend site functionality, including features for SEO, performance optimization, and e-commerce solutions.

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.
- 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.
- 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.
- Created A/B mock-up layouts using HTML/CSS, Javascript, and Photoshop testing product placement and content engagement messages.