



SERGIO A. REYES Jr.

UI/UX DESIGNER | CREATIVE PROBLEM SOLVER | CONSULTANT AND MENTOR

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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.

SKILLS

- › Design Systems
- › Prototyping
- › User Centered Design
- › Wireframing
- › Usability Testing
- › Material/Android App Design

EDUCATION › Miami International University of Art & Design | Bachelors of Arts

EXPERTISE

- › Figma
- › Adobe Creative Suite
- › Interface Design
- › Sketch
- › JIRA/Confluence
- › Cross-Functional Collaboration

LANGUAGES › English & Spanish

PROFESSIONAL WORK EXPERIENCE

Senior UI/UX Design Consultant

CONTRACT | FREELANCE | MAY - JUNE 2024

- Hired by Eisner Amper LLC to enhance the user interface and user experience of their tax accounting software, driving improvements in usability and overall design quality.
- Collaborated with the product manager and engineering team to define and implement new UX workflows and UI components.
- Executed all stages of visual design, from concept to final hand-off to developers.
- Developed mock-up layouts and prototypes for testing.
- Created wireframes, storyboards, and user flows to effectively communicate design concepts.
- Conducted user interviews and analyzed feedback to inform design improvements.
- Established design guidelines, best practices, and layout standards.
- Streamlined complex interactions and processes by reducing click-through actions and exposing more tools and functionality.
- Designed rapid prototypes and improved the application workflow for user-system interaction within their SAP and S/4 Hana Cloud environments.

Senior UI/UX Designer

AKAMA! | FULL-TIME | NOV 2023 - PRESENT

- Ownership of the HR application, 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 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 troubleshoot design solutions, and workflows for product deployment.
- Designed wireframes and interactive mockup prototypes to simplify complex problems within the Oracle cloud platform.
- Collaborated with cross-functional teams to strategically plan and provide insightful feedback.
- Supported several leadership level goals across organization in an agile-paced environment.
- Leveraged cloud-based collaboration tools such as Oracle Cloud Applications and Google Workspace, to enhance team productivity and streamline project workflows.

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.
- 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.
- Hosted online webinar that occurred every 2 weeks for research, feedback, and insight for each new feature or workflow (10-25 attendees).
- Led the creation and maintenance of a new design system library for consistent deployment across all web and app environments in Figma.
- Utilizing Angular Material frameworks in Figma I help 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 strategize and define business needs where I produced interactive prototypes.
- Designed projects in Figma for both the iOS & Angular Material frameworks environments.

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 company 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.

Lead UI/UX Designer

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

- Spearheaded the UI design and UX workflows for a custom EHR Ophthalmology medical software that was created to deliver real-time medical results, time-saving efficiency, and replace manual billing paperwork systems.
- 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 to 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.
- WordPress website: Provided Technical Support and Troubleshooting. Addressed and resolved technical issues related to WordPress sites, including debugging, troubleshooting plugin conflicts, and optimizing site performance.

