

# Michael Reyes

## Sr. Product Designer

mikepreyes.com  
mmikedesigns@gmail.com  
510.384.7424

### Education.

#### UX / UI Bootcamp

DESIGNLABS, 2019 - 2020

#### UX / UI

MISSION COLLEGE, 2016

#### Media & Business

UC RIVERSIDE, 2009 - 2014

### Skills.

#### Design

Branding • Low to high fidelity designs • Visual presentations  
User flows • Wireframes & mock ups  
Style guides • Print design • Photo editing and manipulation  
Photography • Direct mail  
Iconography • Landing pages  
Responsive design • Typography

#### Prototyping

Rapid prototyping • Persona creation  
Wireframing • User research • Usability testing • Affinity mapping • A/B testing

#### Collaboration

Self-starter • Detail-oriented • Flexible  
Communicative • Team player

### Tools.

Adobe XD	InDesign
Figma	Sprout Social
Illustrator	Powerpoint
Sketch	Squarespace
Unbounce	Wix
Photoshop	Asana
Google Suite	Microsoft Suite
Premier Pro	Premier Pro

### Work experience.

#### Sr. Product Designer

SERVICENOW, 2021- PRESENT

- Cross-collaboration with multiple business units to ensure alignment across the different design languages and leaders
- Serve as a mentor for other junior designers
- Contributes ideas for structuring collaborative projects or ongoing team efforts to maximize productivity and success
- Creates designs for entire end-to-end workflows and effectively articulates context, framework, principles, and design rationale

#### Visual Designer

iD TECH, 2018 - PRESENT

**Graphic Designer** | 2016 - 2018

**Marketing Coordinator** | 2015 - 2016

- Design, update, and iterate on key converting web pages, web assets, and custom landing pages used to improve conversion rates.
- Led iD Tech's major rebrand from a physical to online product. This resulted in a revenue increase of \$8.5 MM in 3 months. During this time, I communicated out the rebrand to the company and created marketing collateral in the form of ads, banners, emails, and printed materials.
- Led our largest annual print project for the past six years, which included managing, creating, and implementing lab decor designs worldwide. I worked with an annual budget of over \$200,000, creating more than 100 different types of print pieces using 5 sub-brands. These forward-facing print touchpoints interfaced with over 100,000 people each summer.
- Work with the marketing team to create concepts for paid and organic social media ads, email campaigns, and direct mail campaigns.
- Main iD Tech photographer, traveling domestically and internationally, collecting key marketing photos used for various forms of collateral targeting specific audiences.

#### Freelance Work

SAN DIEGO STATE UNIVERSITY / 10 BLOCK DIGITAL MEDIA / CYPRESS

- Created graphics and gifs for marketing based on pre-existing branding and ensured consistent communication amongst clients