

# Omar Reyna • Web & UI Designer

Web & UI Designer, dedicated to delivering user-centric digital solutions, backed by over 9 years of experience.

**Portfolio:** <https://omareyna.com>

## Experience

- Web Designer / CEEAD, A. C. (2022 - 2023)
  - Defined the institution's design system to align it with the new brand image, while documenting style guidelines and best practices.
  - Redesigned internal websites to incorporate the new visual identity and produced new graphic materials.
  - Prototyped an online training platform for the legal academic community.
- Content Designer / Kiara Sky (2021 - 2022)
  - Managed store configuration, inventory, and all visual front-end assets. Aligned the store's functionality with its counterpart in the USA, ensuring a seamless user experience.
  - Conducted research to enhance the purchasing process and successfully implemented new technologies.
  - Generated visual concepts for digital campaigns, copywriting, SEO optimization, email marketing, graphics, and engaging landing pages.
- Lead Designer / bpublic\_health (2018 - 2021)
  - Played a pivotal role in enhancing the experience and interface of digital products, resulting in the generation of higher-quality leads for the end client.
  - Defined the overarching concept and distinctive visual style for various healthcare projects, spanning from ideation to successful launch.
  - Proposed more robust and documented processes to ensure the optimal utilization of visual resources.
  - In 2020, I was promoted to the position of Design Team Leader, where I successfully guided the execution of numerous internal and external healthcare projects.
- Web Designer / Xplaye (2013 - 2018)
  - Executed multiple websites (over 100 projects in a span of almost 5 years) across various sectors, including real estate, universities, and startups, encompassing the entire cycle from prototyping to launch.
  - Worked on projects for renowned clients such as Femsa, Iconn, Petrum, Grupo AIE, UANL, and Tec Milenio.
  - During my tenure at the agency, we received two A! Design awards in 2016 and 2017, both in the branding category.
- UI Designer / Freelance (2013 - 2021)
  - Collaborated closely with entrepreneurs and a diverse array of branding, web, and marketing agencies as a freelance professional.
  - Actively contributed to the evolution of website projects and user interfaces, overseeing them from initial concept to launch.
  - Extended my solutions beyond web design to encompass consultancy, technology implementation, user research, and strategic planning.

## Education

- School of Visual Arts UANL (2010 - 2014)  
Bachelor's Degree in Graphic Design (Graduated)
- Coderhouse (2022)  
UX/UI Design Certification

Monterrey, NL, MX  
[hola@omareyna.com](mailto:hola@omareyna.com)

## Skills

Design Thinking  
Web & Mobile Design  
UX Research  
Prototyping  
Wireframing  
Design Systems  
User Testing

## Tools

Figma  
Adobe Ai / Ps  
Visual Studio Code  
Notion Miro  
Wordpress Framer  
Shopify Zapier

## Code

HTML CSS  
Stylus / SASS  
Javascript

## Languages

Spanish (Native)  
English (Intermediate)