

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

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)