

# Omar Reyna • Web & UI Designer

Web & UI Designer, dedicated to delivering user-centred digital solutions, backed by over 12 years of experience.

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

## Experience

- Growth Manager / Benua Group (2023 - 2026)
  - Led the relationship with a top pharmaceutical client in Mexico, ensuring campaign execution and alignment with business goals.
  - Developed marketing proposals, activations, and strategic presentations.
  - Worked cross-functionally with multiple brands (beauty, wellness, retail), defining digital experiences and improving internal processes.
  - Integrated AI tools to streamline content and improve internal workflows.
- Web Designer / CEEAD, A. C. (2022 - 2023)
  - Defined and documented the organization's design system aligned with a new brand identity.
  - Redesigned internal platforms and produced visual assets.
  - Prototyped an online training platform for the legal academic community.
- Content Designer / Kiara Sky (2021 - 2022)
  - Managed e-commerce front-end, inventory structure, and visual assets.
  - Improved the purchasing experience through research and implementation of new tools.
  - Created landing pages, campaigns, and digital content (SEO, email, graphics).
- Lead Designer / bpublic\_health (2018 - 2021)
  - Led design for healthcare digital products, improving UX and lead quality.
  - Defined visual direction and product concepts from ideation to launch.
  - Established design processes and documentation.
  - Promoted to Design Team Leader, overseeing internal and client projects.
- Web Designer / Xplaye (2013 - 2018)
  - Delivered 100+ websites across real estate, education, and startups.
  - Managed projects end-to-end, from concept to launch.
  - Worked with clients such as Femsa, Iconn, Grupo AIE, UANL, and Tec Milenio.
  - Contributed to two A! Diseño Awards (2016, 2017).
- UI Designer / Freelance (2013 - 2021)
  - Collaborated with startups and agencies on web and product design projects.
  - Led projects from concept to launch.
  - Provided consulting in UX, technology implementation, and digital strategy.

## Education

- School of Visual Arts UANL (2010 - 2014)  
Bachelor's Degree in Graphic Design (Graduated)
- Coderhouse (2022)  
UX/UI Design Certification
- Platzi (2023 - 2024)  
User-Centered Design  
Design Systems Management for Product Managers  
Effective Design Systems  
AI for Product Design  
Product Innovation & Development

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## Skills

Design Thinking

Web & Mobile Design

UX Research

Prototyping

Wireframing

Design Systems

User Testing

AI Workflows

## Tools

Figma

Adobe Ai / Ps

Visual Studio Code

Notion

Miro

Wordpress

Framer

Shopify

Zapier

Claude

ChatGPT

## Code

HTML

CSS

Stylus / SASS

Javascript

Astro

## Languages

Spanish (Native)

English (Intermediate)