

# Bobby Reyes

## Senior Product Designer

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### WORK EXPERIENCE

#### **Echo Logistics**

##### **Senior UX Designer**

October 2022 - Present

Led design strategy for consolidating carrier operations into a unified platform, partnering with cross functional teams to establish the design foundation for a system serving multiple user types across complex logistics workflows

Defined product strategy and feature roadmap for carrier management in partnership with product and engineering leadership, influencing prioritization decisions based on user research insights

Established design standards and documentation practices for the carrier domain, creating reusable patterns that accelerated feature development and ensured consistency across the platform

Developed comprehensive user journey maps and persona frameworks that became the primary reference for cross functional teams when making product decisions, reducing misalignment and rework

#### **Groupon**

##### **Product Designer II**

August 2021 - October 2022

Drove product design strategy across multiple stakeholder groups, navigating complex organizational dynamics to build consensus and align teams on design direction

Helped establish design engineering workflows and handoff practices by introducing a design QA process to catch usability issues earlier

Led design critique sessions and retrospectives, fostering a culture of constructive feedback and continuous improvement that elevated the team's overall design output

Translated complex user research findings into actionable design improvements, bridging the gap between research insights and product implementation.

#### **Forager**

##### **Founding Product Designer**

January 2020 - July 2021

Led comprehensive research initiatives using multiple methodologies including contextual inquiry, card sorting, and user interviews to deeply understand target user workflows and pain points

Partnered with product leadership to identify and prioritize unmet user and business needs, shaping product strategy through evidence based design recommendations

Mentored team members on UX/UI design principles and best practices, raising the overall design capability of the organization

Collaborated closely with development leads to scope and deliver impactful solutions within technical and budget constraints, balancing ideal user experiences with practical implementation realities

### EDUCATION

#### **B.A. Psychology**

Roosevelt University

#### **UX Design Certificate**

Designation Labs

#### **Computer Programming Bootcamp**

Code Chicago

### SKILLS

UX design

Interface design

Interaction design

Visual design

Prototyping

User research

Product strategy

Workshop facilitation

Mentorship

HTML/CSS

### Tools

Figma

FigJam

Miro

Lucidchart

UserTesting

Jira

Zeplin

Fullstory

Notion

Adobe CC

## **The Marketing Store**

### **UX Designer - Contract**

**October 2019 - December 2019**

Delivered user flows, wireframes, and interactive prototypes to communicate design solutions and facilitate stakeholder alignment on client projects

Collaborated with cross functional client teams to evaluate feature feasibility and align design solutions with broader product and business strategy

Conducted competitive analysis and presented industry best practices research to inform strategic design direction and product positioning

## **General Assembly**

### **Lead Instructor - UX Design Immersive Program**

**January 2018 - April 2019**

Promoted to lead instructor role, managing curriculum delivery and student outcomes for an intensive 12-week professional UX design program

Collaborated with instructional leadership to shape program strategy and vision, ensuring curriculum reflected current industry practices and employer needs

Mentored 50+ career-transitioning students through comprehensive training in user research, visual design, prototyping, and portfolio development

Provided detailed feedback on student projects and portfolios, developing evaluation frameworks that improved student readiness for professional design roles

Partnered with career services team to provide strategic guidance on student career positioning and job search strategies

## **Stridekick**

### **UI/UX Designer**

**August 2015 - June 2017**

Contributed to comprehensive redesign of web and mobile products, applying user centered design principles to improve overall user experience and product engagement

Defined information architecture and interaction patterns for internal web applications using systematic documentation including sitemaps, user flows, and interactive prototypes

Led mixed methods user research including focus groups, interviews, surveys, and usability testing to gather both quantitative and qualitative insights