

Work Experience

IMPROV Learning / UX/UI Designer

SEP 2018 - OCT 2019, WOODLAND HILLS

- Responsible for the creation of all visual design elements on IEC websites.
- Creating email marketing ad campaigns used on various platforms.
- Taking user research results to optimize for better conversions with well designed layouts.
- Developing an improved sales funnel for users to navigate to completion.

Around AV Transit Media / Production & Graphic Designer

NOV 2018 - AUG 2019, TARZANA

- Create custom graphics for large format bus ads & personal vehicles.
- Operate a Roland XR 640 and Versaworks software using a variety of different vinyl material.
- Lamination of vinyl for car wraps, decals, advertisement etc.
- Work independently with little to no guidance.
- Design mockups for client approval and preparation of all design files.

CyberCopy USA / Production & Graphic Designer

JAN 2017 - APR 2018, CULVER CITY

- Worked with clients to create print ready files for large format printing.
- Designed promotional content for both digital and print.
- Operate multiple printers such as: 11880 Epson, Roland XLR, HP Latex 560, Rastek H652 Flatbed, Cannon 8000d, Cannon 9000d, Xerox Versant 3100, Xerox 700, & Xerox D110
- Certified to operate a Rencay Scanback system used to create high resolution art scans at any size.
- Color matching digital scans using ColorPony Software and Onyx Rip.
- Cut substrates such as aluminum, dibond, acrylic & ultraboard using Multicam

Tech Noir / Freelance UX/UI Designer

NOV 2016 - DEC 2016, SANTA MONICA

- A freelance project for company Tech Noir, as one of the team members we conducted user research to understand user trends with purchasing wearable technology, while also uncovering the concerns about aesthetic of wearable tech above function.
- Lead of the UI design, creating key pages that lists various designers and products for users to view.

PlanetArt / Production Designer

OCT 2015 - AUG 2016, CALABASAS

- Optimizes photos and other graphic materials prior to printing to ensure quality
- Edits cards received by customers, retouching, correcting color, and resizing to meet print standards.
- Enhances visual appeal of illustrations and graphics through strategic styling, sizing, and arrangement.

SCORE Sports / Graphic Designer

MAR 2013 - JUN 2015, CITY OF INDUSTRY

- Created designs for logos, apparel, advertisements and brochures while ensuring adherence with corporate brand guidelines and designs standards.
- Conceptualize and presented mock ups to senior designer and director of marketing based on ideas generated during strategic and conceptual brainstorming sessions.
- Produced graphics to be incorporated on company website, social media pages, and digital advertisements on multiple platforms.

Reggie Alleyne

UX/UI | Production | Graphic Designer

reggiealleyne.myportfolio.com

reggiealleyne89@gmail.com

323.428.2186

Education

Art Institute of California / B.S

Graphic Design APR 2014

General Assembly / Certification

User Experience NOV 2016

Skills

Design:

Illustration & UI graphics • User flows •
Concept sketches • Wireframes & Mockups
with Sketch, Illustrator & Photoshop
Other Softwares: Adobe Photoshop, Adobe
Illustrator, Adobe Indesign, Sketch App,
Corel Draw, Affinity Pro, Procreate, Atom,
Dreamweaver, Principle Prototype, Invision.

Prototyping:

Rapid prototyping using Invision & Principle
• Interactive mockups • HTML 5 / CSS

Research:

Interviews • Contextual Inquiry • Usability
testing • Survey • Data Analysis •
Competitive Analysis • Qualitative &
Quantitative Research