

# Ulises Reyes

## 2017 Work Sample

**1: AdHawk App**

**2: AdHawk Website**

**3: Smarking App**

**4: Assorted Design Work**

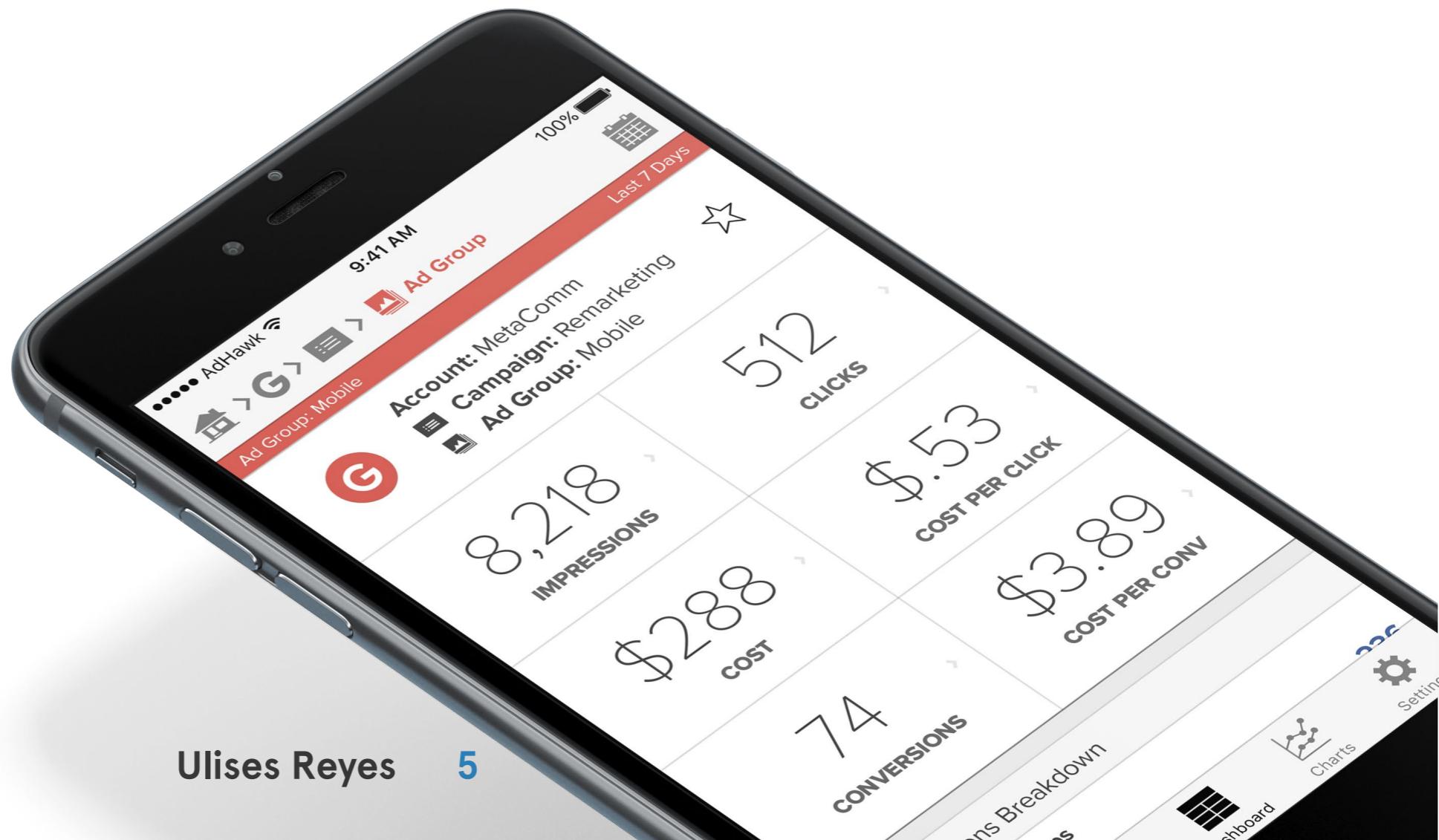
1

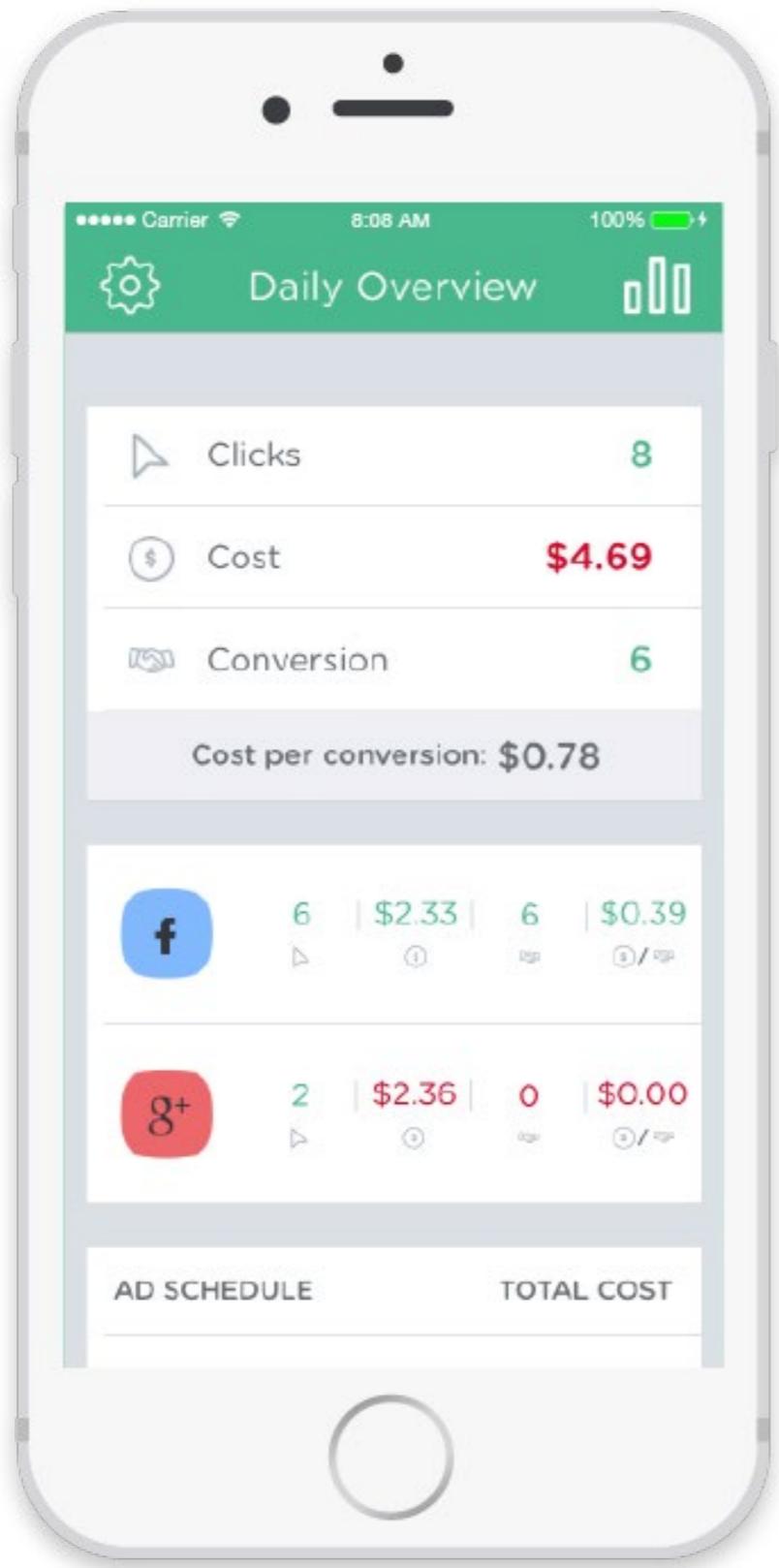
# AdHawk App



I joined AdHawk as their first hire on June of 2015, shortly after their admission to the summer class of TechStars Boulder. Equipped with only a minimum viable product that served as a proof of concept, I established the look and feel of the app, and created a user-testing/feedback loop to incrementally improve both their web and iOS interfaces.

**AdHawk is an app that aggregates your online advertising account data and puts it into one dashboard that updates in real-time. Users are then given optimization tips that they can accept or reject in one click.**





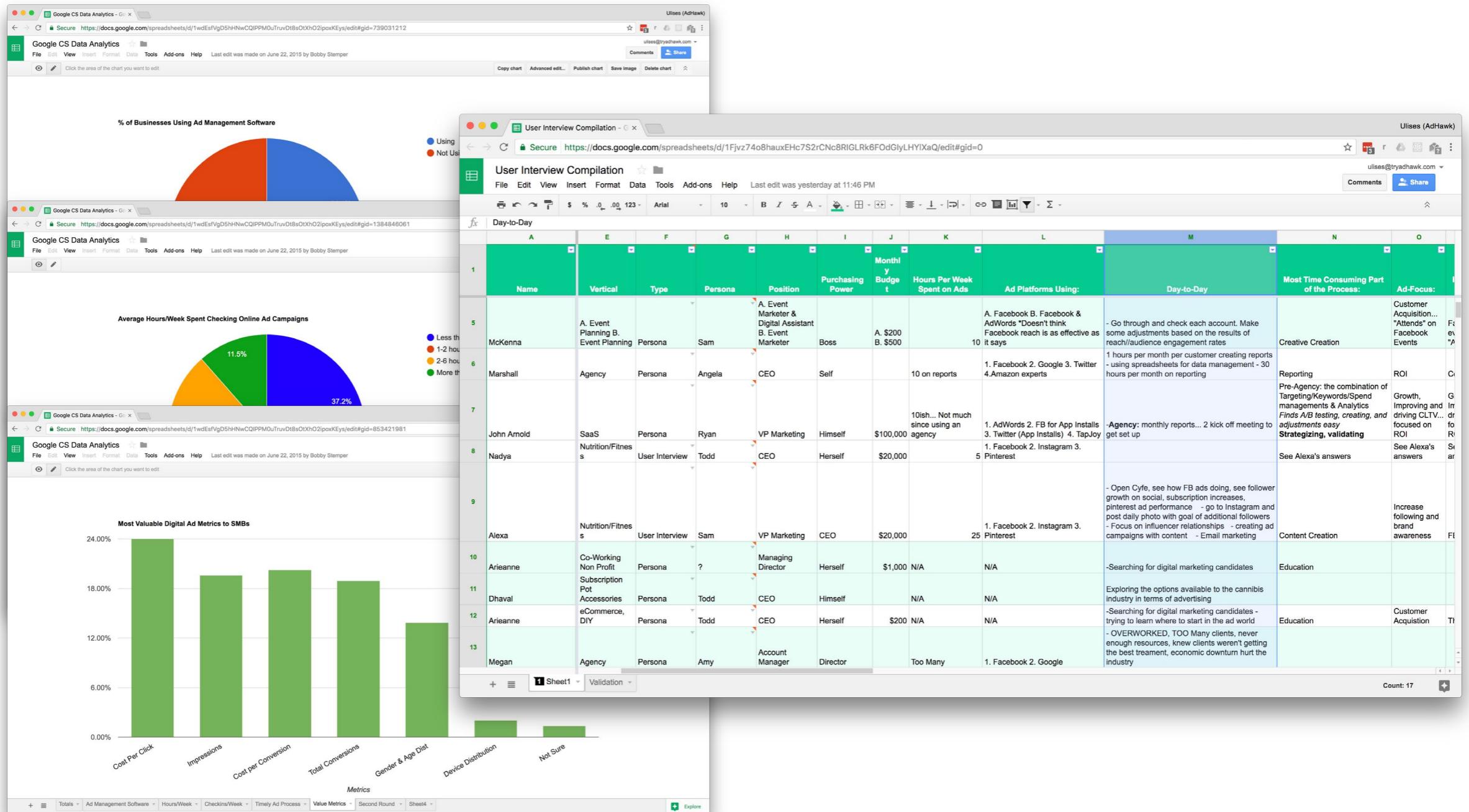
AdHawk Alpha MVP

**AdHawk began as an MVP that aggregated some very basic Google AdWords and Facebook Ad data into a clutter free dashboard.**

**Before launch, we had a waitlist of approximately 500 candidates experienced in online advertising who were eager to get their hands on the very first version of the product.**

**This initial group served as a valuable source of information for learning the needs of users.**

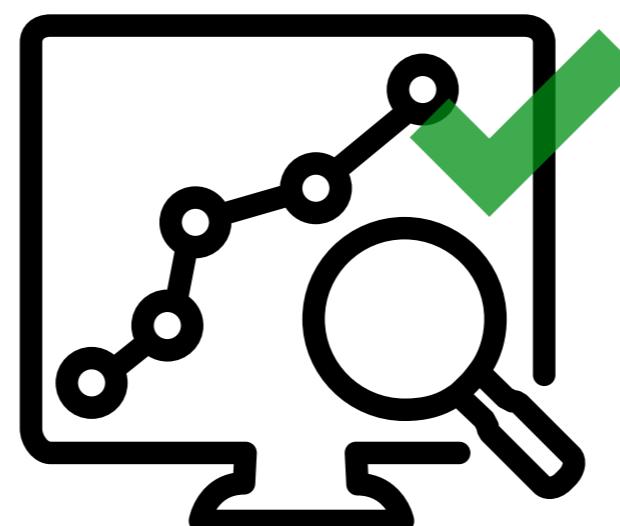
# Results of the survey helped develop the initial direction of the app.



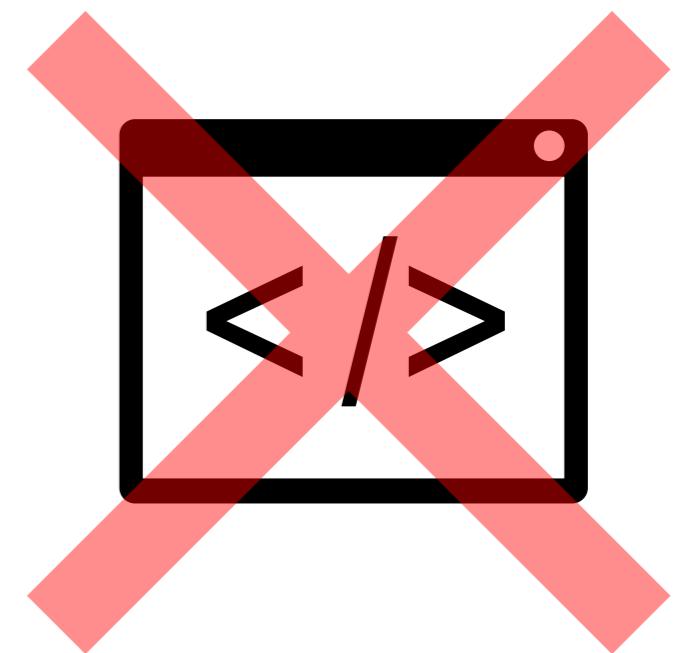
Through this data we decided to pursue two different directions with the app and scrap other aspects that were originally pitched to TechStars.



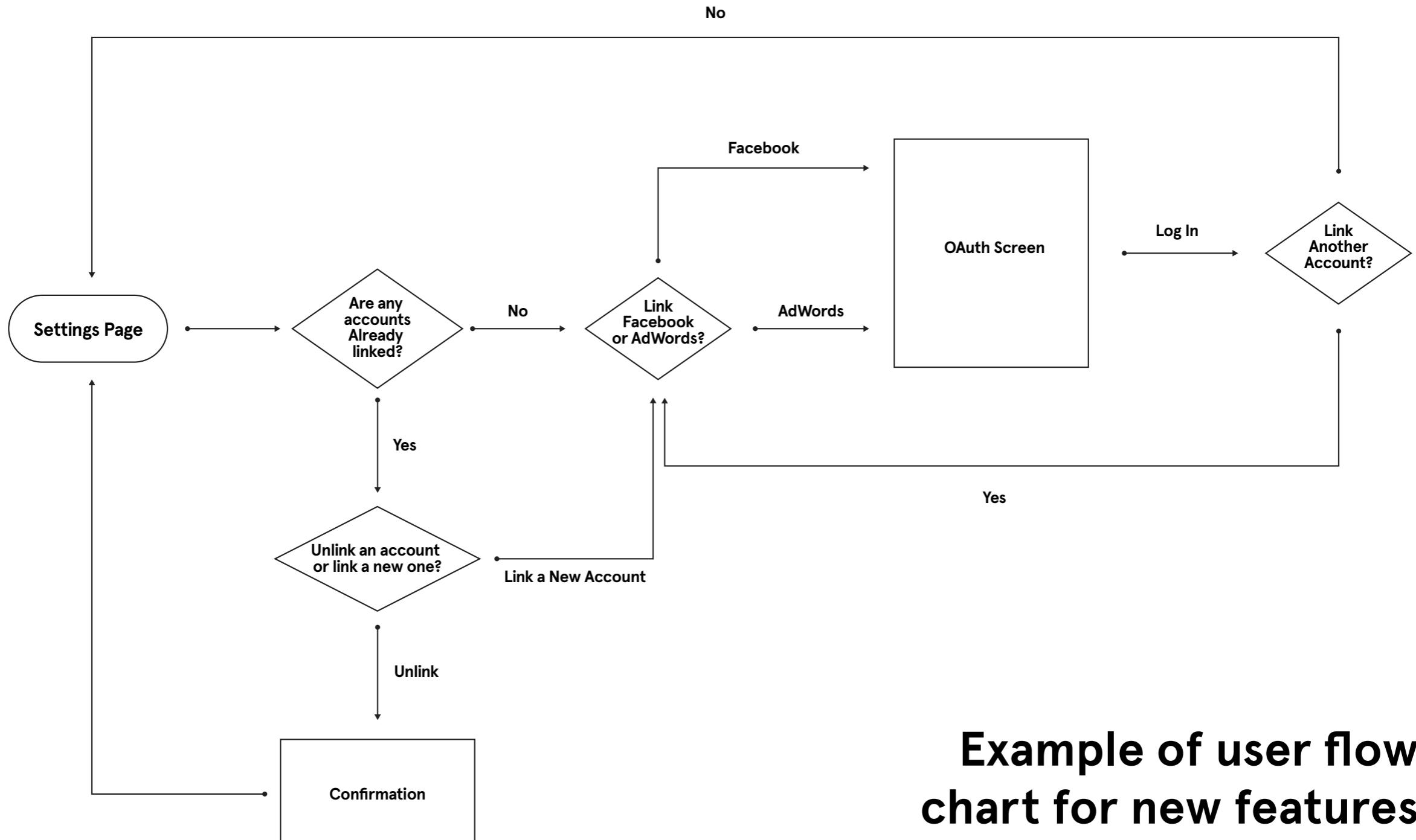
Simplified Reporting



Optimization

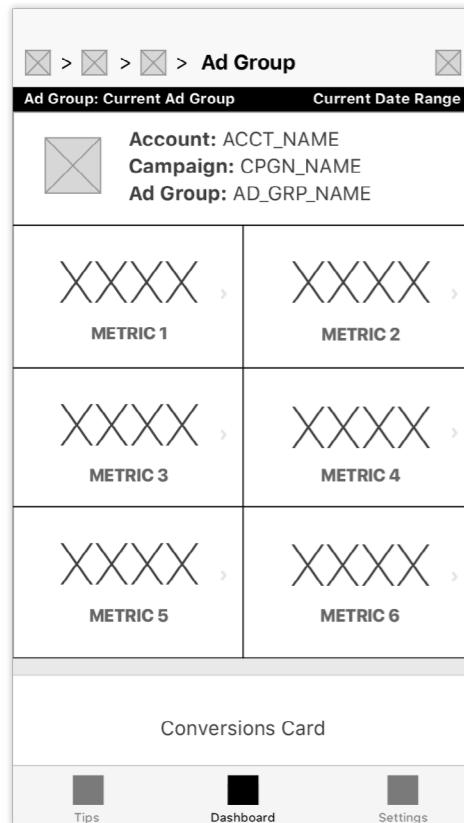


API

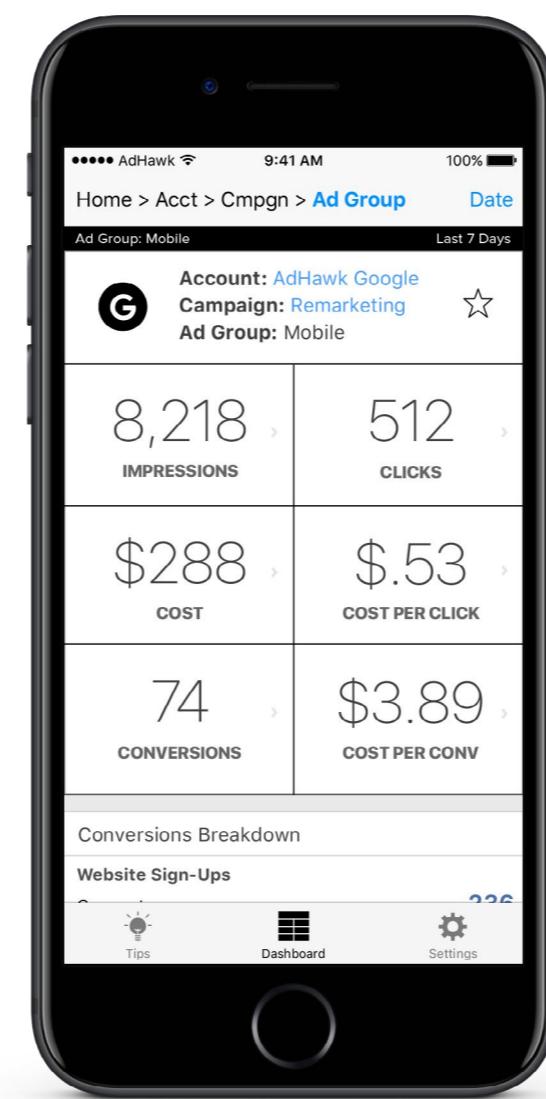


## Example of user flow chart for new features

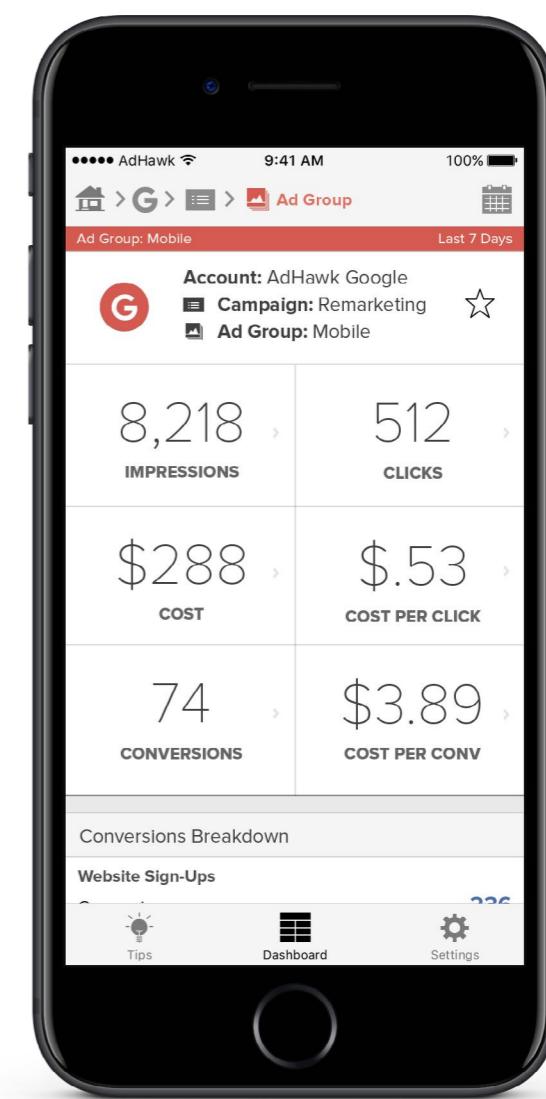
**Early on, all of our work was  
done via a 3 step process:**



**Mock it up**



**Make it ugly**



**Make it pretty**

**After about a year in the market, we grew from \$0 revenue to about \$1.4MM in annual recurring revenue via a successful inbound sales strategy.**

**One of the key features of our inbound strategy was to segment online form signups based on their current online advertising spending.**

**This information not only helped the sales team, but allowed us to pick out testing candidates.**

**Leads with higher ad-spend were directed to salespeople, while leads with lower ad-spend were recruited to be user testers.**

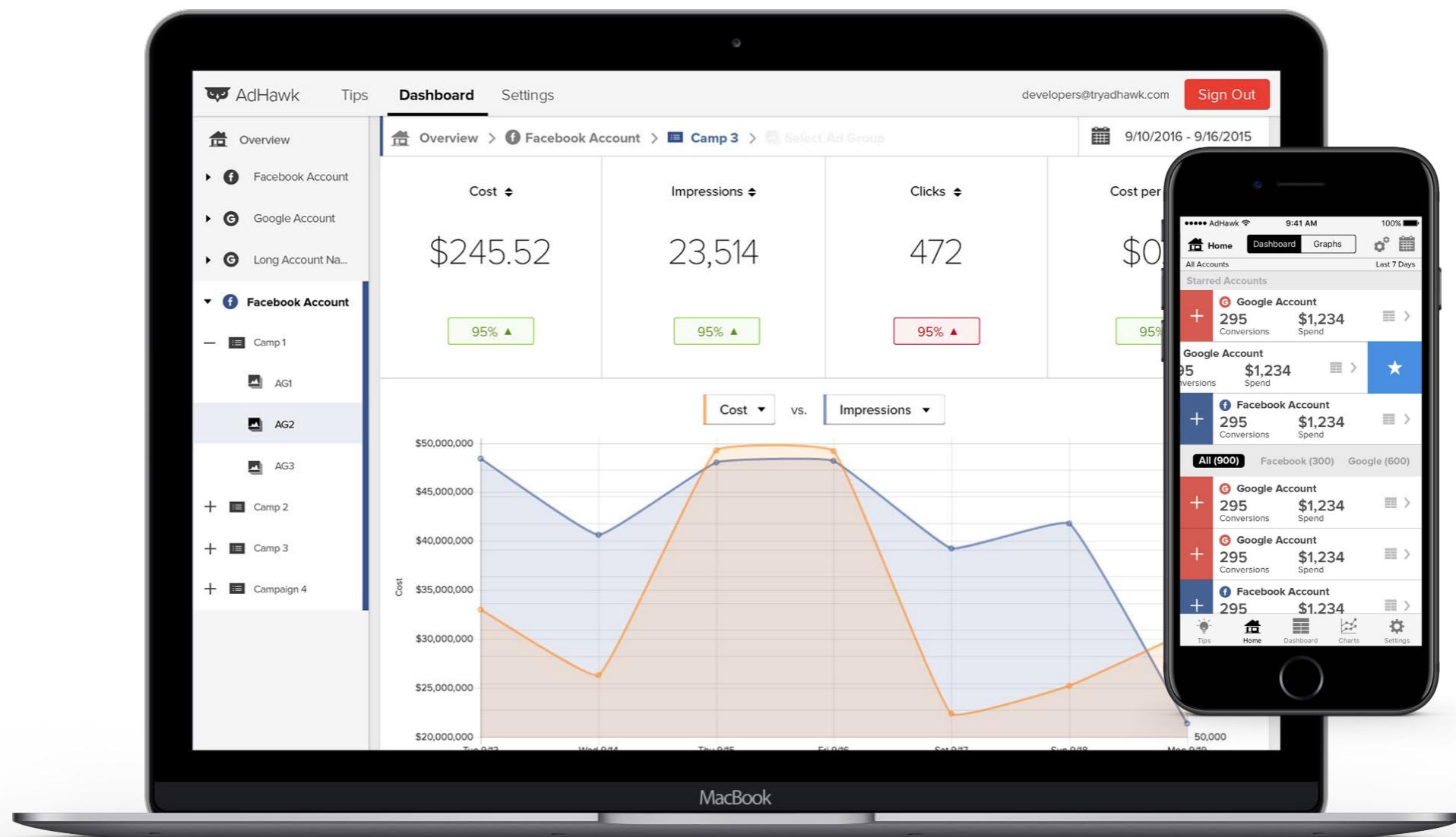
**Existing users were regularly contacted to test out features that were not ready for market.**

**Testing sessions were done using Lookback on iOS and Validately for Web. Recordings were analyzed and shared with the development team to determine what the next steps were for any feature.**

The screenshot shows a web browser window titled "AdHawk Web Test - Validately". The URL is <https://validately.com/results?study=27218#recording-150426>. The interface includes a blue header bar with the "VALIDATELY" logo and a user profile for "Ulises (AdHawk)". Below the header, there's a button for "Test link %". On the right, there are options for "Study Setup", "Pause", "Duplicate", and "Delete". The main content area is titled "Videos and Clips" and displays a video player with a recording from the "AdHawk" app. The video shows a person's face and some data visualization. At the bottom of the video player, there's a timestamp "10:56" and a note "Add flag". To the right of the video player is a "Notes" section with a placeholder "start typing notes here".

The screenshot shows a web browser window titled "Recording 65. | Lookback" with the URL <https://lookback.io/watch/oQxtq2PKno4358CqY>. The interface has tabs for "Dashboard", "Learn", "Download", and "...". A red infinity symbol icon is in the top right. The main content area is titled "User Testing > Recording 65". It shows a large blacked-out video feed. To the right, there's a "Link an Ad Account" section with "Google AdWords" and "facebook" buttons. Below that is a mobile device icon showing a Google AdWords dashboard with a warning message: "Don't forget to sign in using your Ad Account email and password". At the bottom, there are navigation links for "Tips", "Home", "Dashboard", "Charts", and "Settings". A "Share" button and a timestamp "Feb 3, 10:22" are at the bottom right. The URL "https://lookback.io/watch/oQxtq2PKno4358CqY" is also visible.

hi@ulises.me





AdHawk    Tips    **Dashboard**    Settings    developers@tryadhawk.com    Sign Out

Overview    Facebook Account    Google Account    Long Account Na...    Facebook Account    Camp 1    AG1    AG2    AG3    Camp 2    Camp 3    Campaign 4

Cost    Impressions    Clicks    Cost per click

\$245.52    23,514    472    \$0.61

95% ▲    95% ▲    95% ▲    95% ▲

Cost vs. Impressions

Cost: \$50,000,000 to \$20,000,000

Impressions: 105,000 to 50,000

Clicks: 100,000 to 50,000

Tue 9/13    Wed 9/14    Thu 9/15    Fri 9/16    Sat 9/17    Sun 9/18    Mon 9/19

Locations

Show 10    Update Metrics

Name	Table head					
Location 1	Content of table					
Location 2	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 3	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 4	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 6	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 7	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 8	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 9	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table
Location 10	Content of table	Content of table	< 162,85 >	Content of table	Content of table	Content of table

Sign Out

9/10/2016 - 9/16/2015

Impressions

23,514

95% ▲

Clicks

472

95% ▲

Cost per click

\$0.61

95% ▲

Update Metrics

\$35.23  
236  
\$3.24  
\$1.36

\$35.23  
236  
\$3.24  
\$1.36

\$35.23  
236  
\$3.24  
\$1.36

\$35.23  
236  
\$3.24  
\$1.36

3 4 5 6 7 Next

Update Metrics

\$35.23  
236  
\$3.24  
\$1.36

2 ... 9 Next

2

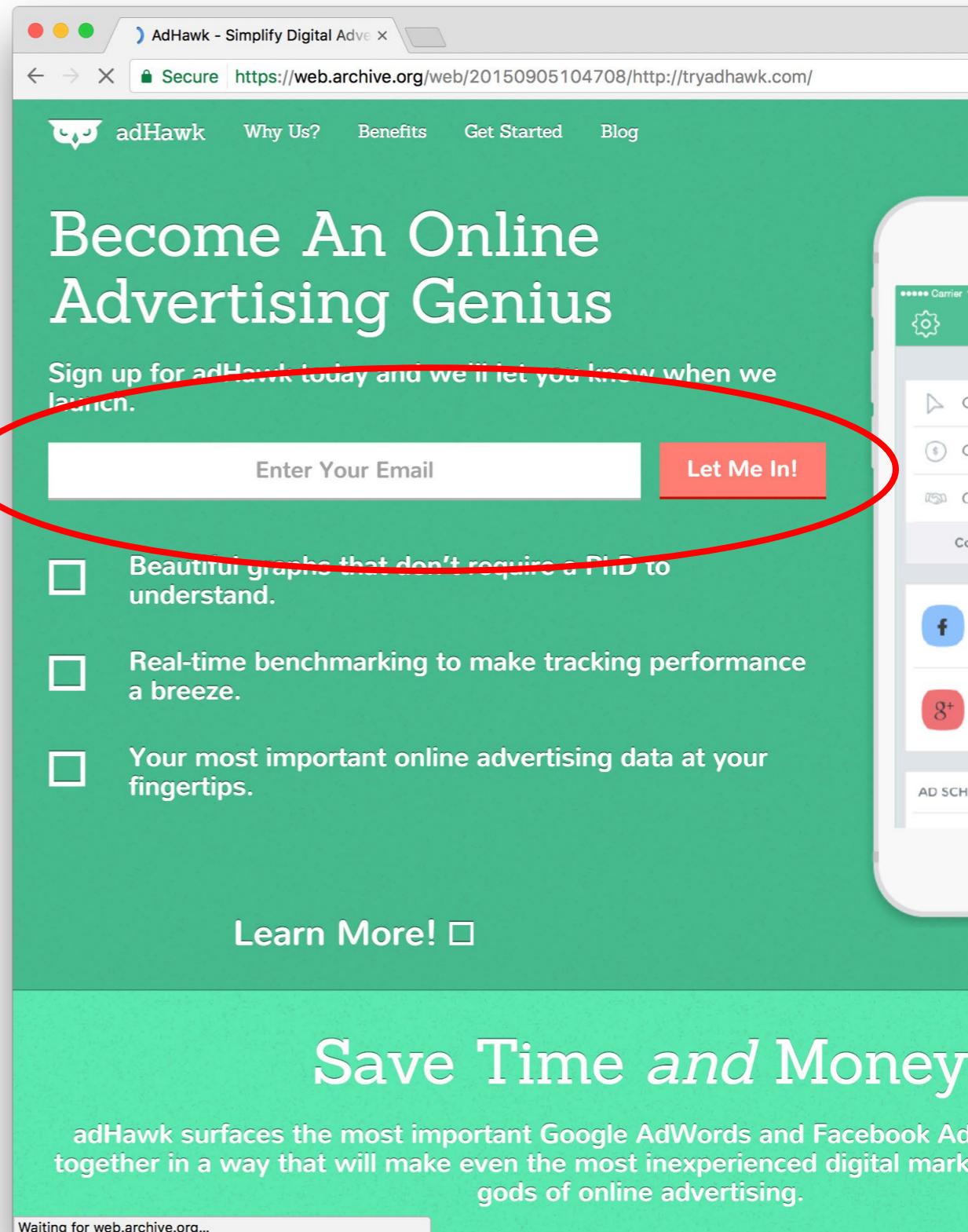
# AdHawk Website



**V1 of the AdHawk website leveraged the power of a two-step form in order to entice potential leads to sign up, while providing us with enough information for our salespeople to segment them on CRM software. For V2, we wanted to preserve the parts that worked, while communicating a more focused message about our product.**

**AdHawk's website, during TechStars, used a simple email collection form on its landing page.**

**Since our only goal at the time was to generate buzz and build a waitlist, we wanted as frictionless of a process as possible.**

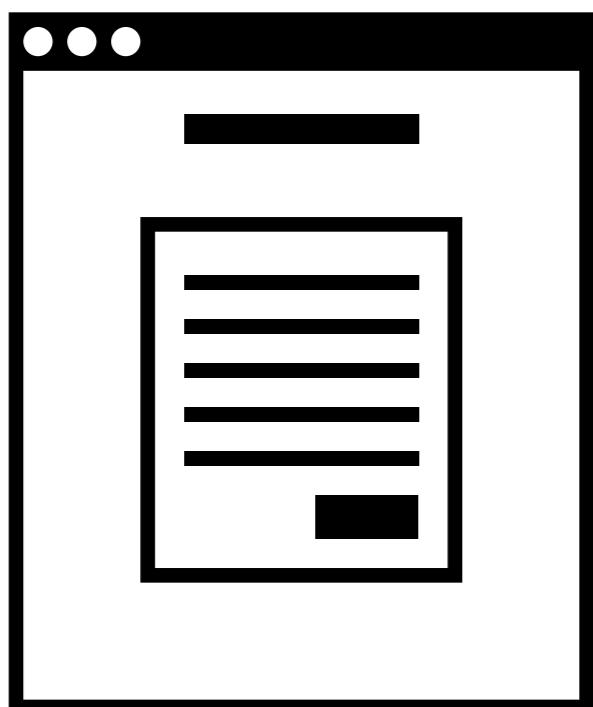


**Once we began to ramp up our sales efforts by reaching out to the people in our waitlist, we quickly learned that we could benefit from more information than just an email address.**

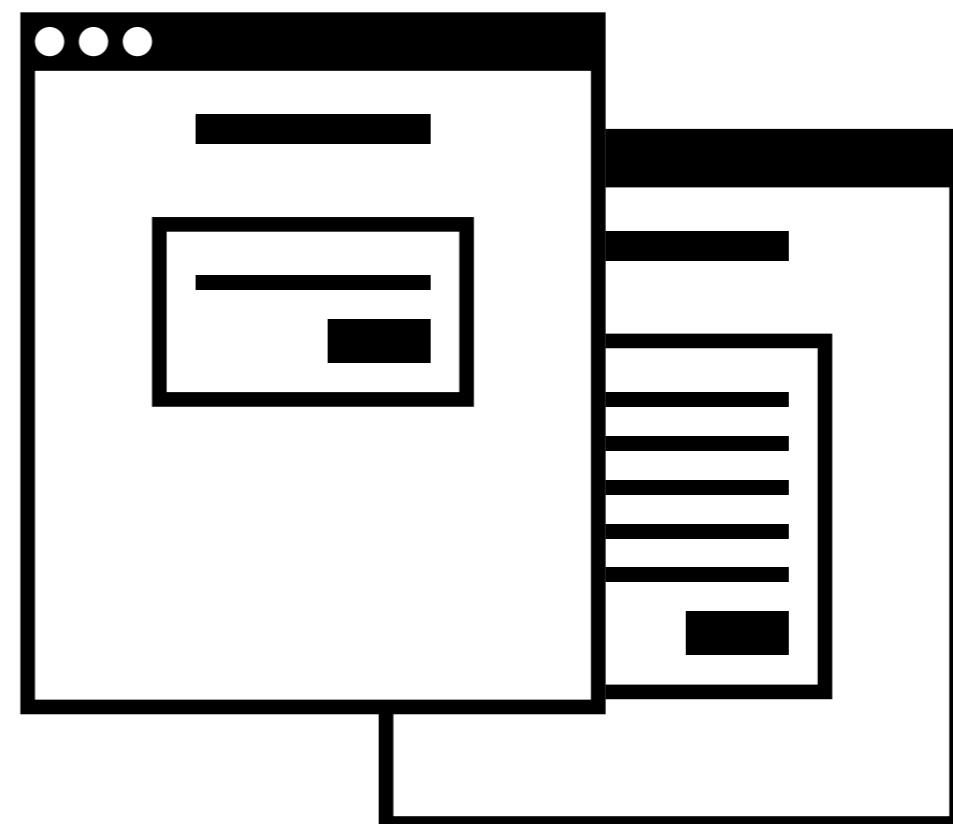
**The goal would be to collect as much helpful information as possible for our salespeople while keeping the process frictionless.**

**Our list was extensive: Name,  
email, phone number, industry,  
online advertising budget,  
mailing list opt-in.**

**I decided to A/B test a single  
step form vs a two-step form.**



**VS**



**All in all, our two step form saw 14% more conversions than the single step form, leading us to select that one.**

The image shows a composite view of a mobile phone and a desktop browser displaying the AdHawk website. On the left, a mobile phone screen shows a landing page with a large "Your Digital Advertising Assistant" heading, a "Sign up for early access" button, and some performance metrics: 100% completion, 30 days, 48 clicks, and a cost per click of \$1.96. On the right, a desktop browser window shows a two-step conversion form. Step 1 (mobile header) includes "Get Early Access!" and "Details", "About", "Case Studies", "Blog", "Sign in". Step 2 (desktop header) includes "Details", "About", "Case Studies", "Blog", "Sign in", and a "Get" button. The main content area says "You're Almost There!" and "Step 2 of 2", with fields for "Last Name", "Phone Number", and "Industry:" (with a dropdown menu and placeholder "Select an Industry\*"). A note at the bottom says "Getting our Digital Marketing weekly roundup email."

**8-months into our sales process, we decided that it was necessary to update our website.**

**Since our product and sales efforts have evolved significantly since the beginning, it was important that the messaging in our website matched what the salespeople were communicating.**

**I began by interviewing everyone involved in the sales process and developing personas around our clients.**

- Not Advertising Online

Biz Owner - Advertising Online

Digital Manager - Post Series A

Marketing Lead - Seed Startup

- Marketing Director - Fortune 500

& Use Case

irector

ls:

Cold Outreach

nnection

erral

h

ing on Web

on

lients

#### Strategy & Day-to-Day

- Pre-AdHawk
  - Using engineers to optimize in-house
  - Using software to manage and optimize
  - Using Agency
- Post-AdHawk
  - Massive time savings
  - \$ savings
- Spend: \$100K/Month
- WTP: High

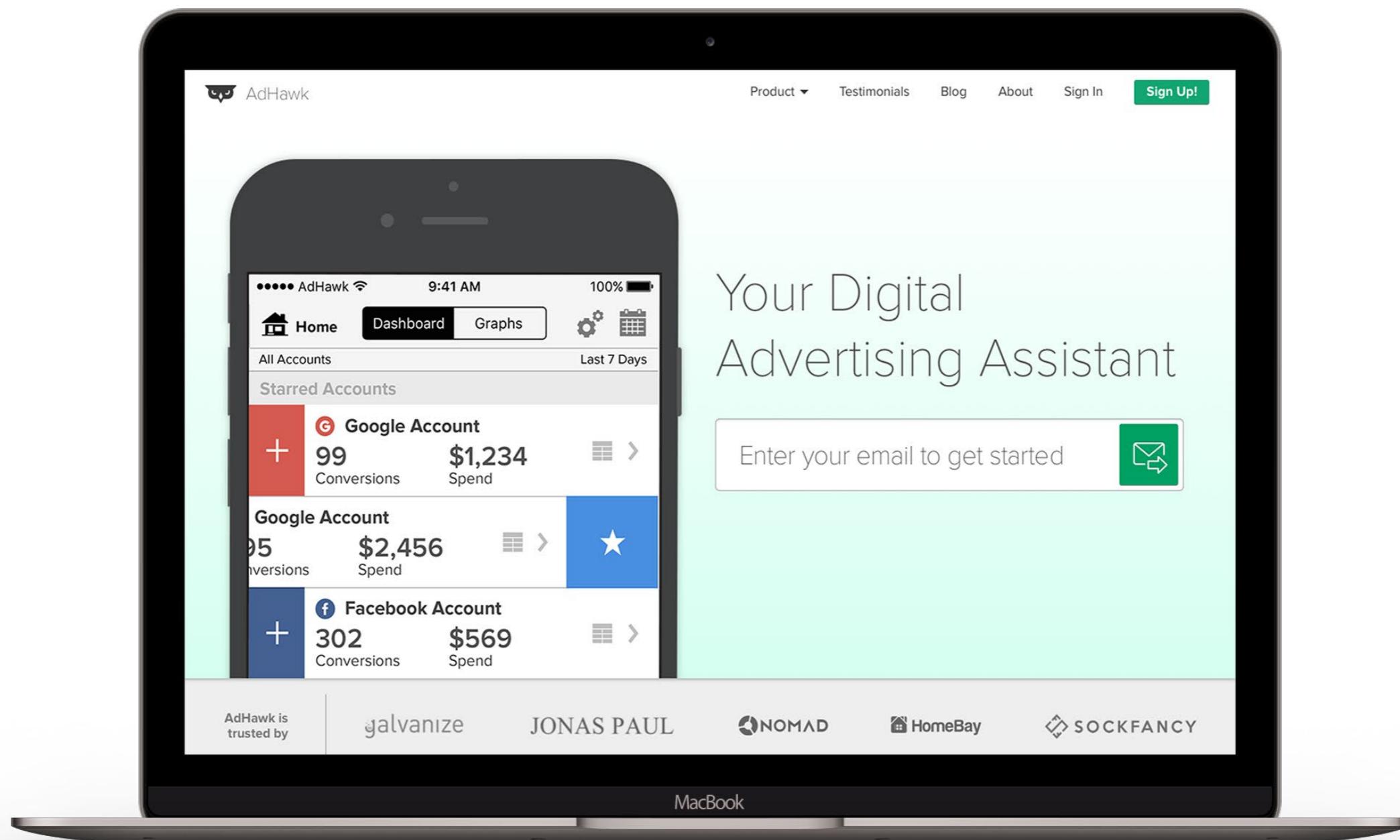
The personas became the basis for the 3 main sections of the website, all pointing towards the same 2-step signup form that was so successful in our original site.

### Main Sections

**AdHawk for Businesses**

**AdHawk for Agencies**

**AdHawk PRO**



**AdHawk**

- Product ▾
- AdHawk Pro
- Testimonials
- Blog
- About
- Sign In
- Sign Up!

# Your Agency on Steroids

AdHawk Dashboard

Cost	Impressions	Clicks	Cost per click
\$245.52	23,514	472	\$0.61
95% ▲			

Cost vs. Impressions

**Cut Reporting Time to Zero**

It takes 10 clicks to find out which U.S. City or State is performing best on AdWords. That's one data point, for one platform, for one client.

AdHawk for Agencies doesn't just get you access to our cross-platform Mobile and Desktop applications. Every week, we send you beautiful PDF email reports that you can white-label and forward to each of your clients.

It's cross-platform reporting on auto-pilot.

**Frictionless Optimization**

During our time at Google, we found that daily campaign optimization was required to achieve long-term success for your advertising accounts.

This requires account managers to dump data into spreadsheets, just to spend hours analyzing, looking for trends, and executing changes in client accounts.

AdHawk's algorithm sends you between 5 and 15 statistically significant optimization tips for each of your clients every week. All you need to do is review

How Companies Like SockFancy wanted higher-quality conversions. [AdHawk delivered 6x more sales for 27% less.](#)

[Learn More ▶](#)

**PHLEARN**

RETOUCHING 101-301

Do you want to get better at retouching? This class is the most comprehensive retouching tutorial ever published.

[VIEW TUTORIAL](#)

INTRODUCING NEW RETOUCHING 101-301

AdHawk

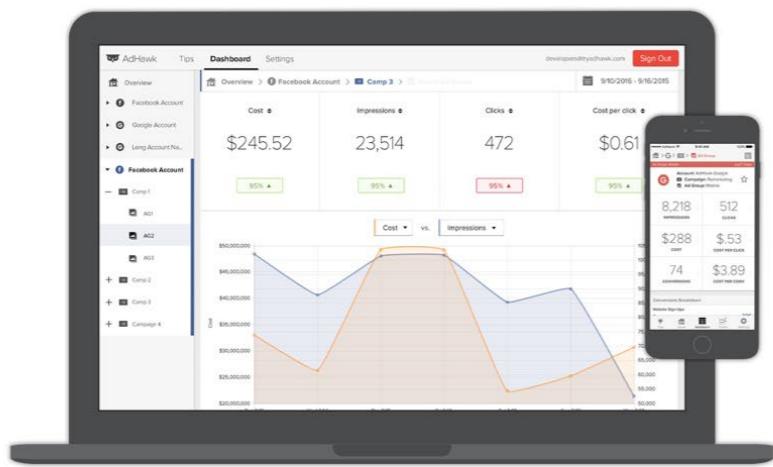
Product ▾ AdHawk Pro Testimonials Blog About Sign In Sign Up!

# Your ultimate digital advertising assistant

Enter your email to get started

9:41 AM Ad Hawk G Ad Group Ad Group: Mobile Account: AdHawk Google Campaign: Remarketing Ad Group: Mobile

512 CLICKS \$0.53 COST PER CLICK 218 IMPRESSIONS



## Introducing Your Pocket-Sized Performance Marketer

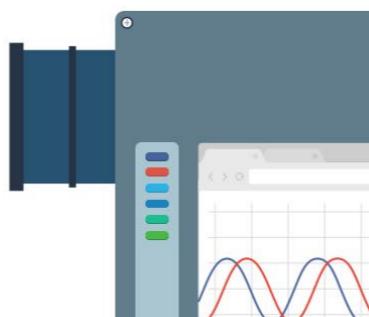
AdHawk is the easiest way to manage your digital advertising across channels like Google AdWords and Facebook Ads.

We eliminate the confusion associated with cross-channel advertising by aggregating all of your data onto one beautiful dashboard that updates in real time. The days of pouring hours into spreadsheets are over.

Machine Learning Optimization in Real Time

The moment you link your Google AdWords and/or Facebook Ad accounts with AdHawk, it starts analyzing all your historical ad data, learning what's working and what's draining your budget.

Increase your bids!



Product ▾ AdHawk Pro Testimonials Blog About Sign In Sign Up!

# Hawk Pro

-staffed performance marketing team.

Email to get started

Powerful Software = the best of both worlds

powerful performance algorithms with a dedicated to staff your in-house performance marketing team.

is crucial to running profitable campaigns on Google es real collaboration between business experts (you!) eting experts (us!) to accelerate your growth online.

House Performance Marketer

ne

3

# Smarking App



**Born out of MIT in the fall of 2014, Smarking is a company that helps outdated parking garages understand and predict occupancy in real-time. Shortly after joining them near the end of 2014, we were accepted into the W15 class of Y Combinator, where I helped establish a user feedback system and new UI for their parking management system.**

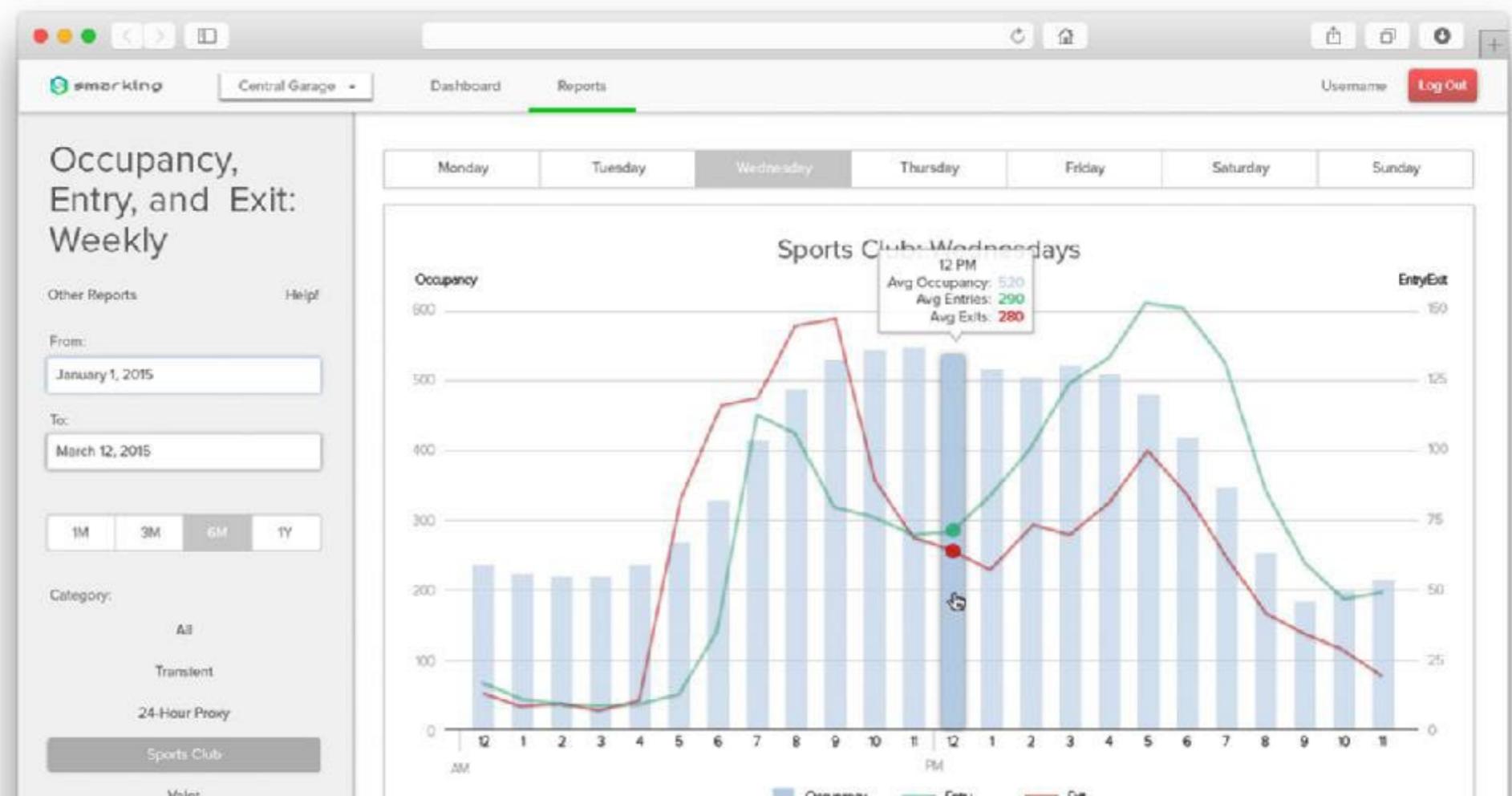
**Smarking began as a simple real time occupancy reporter and predictor piloted by Boston Logan Airport in 2014**

**After gaining major exposure through Y-Combinator, we found ourselves in meetings with airports, property owners, and garage managers looking to use our product.**

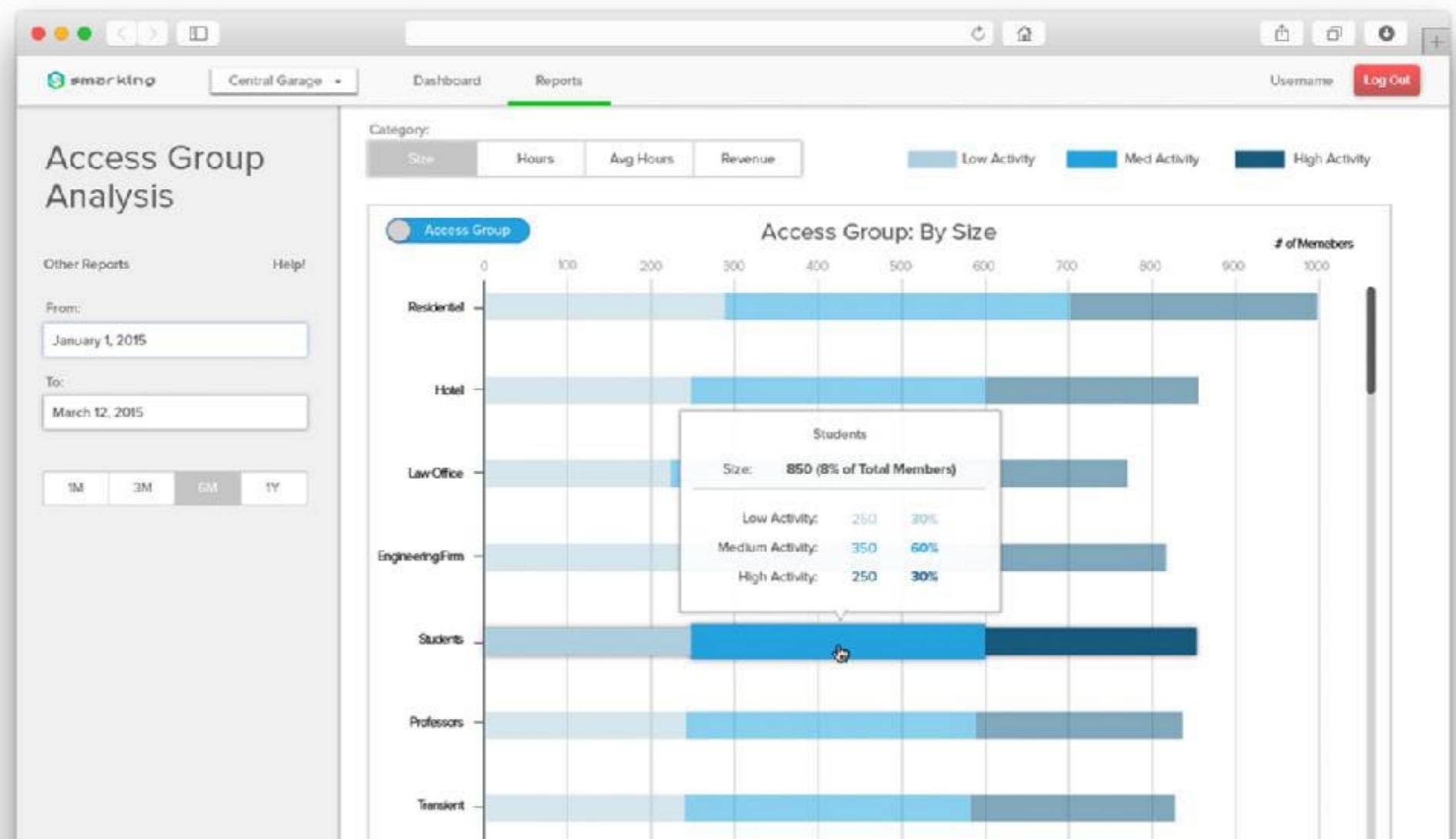
**However, their use cases were so diverse that it was difficult to find a direction in order to focus our product.**

**As a result, I helped establish a multi-step process that would make it easier to identify the needs of our possible clients, while also building a library of archetypes we can reference once we began to encounter similar use cases.**

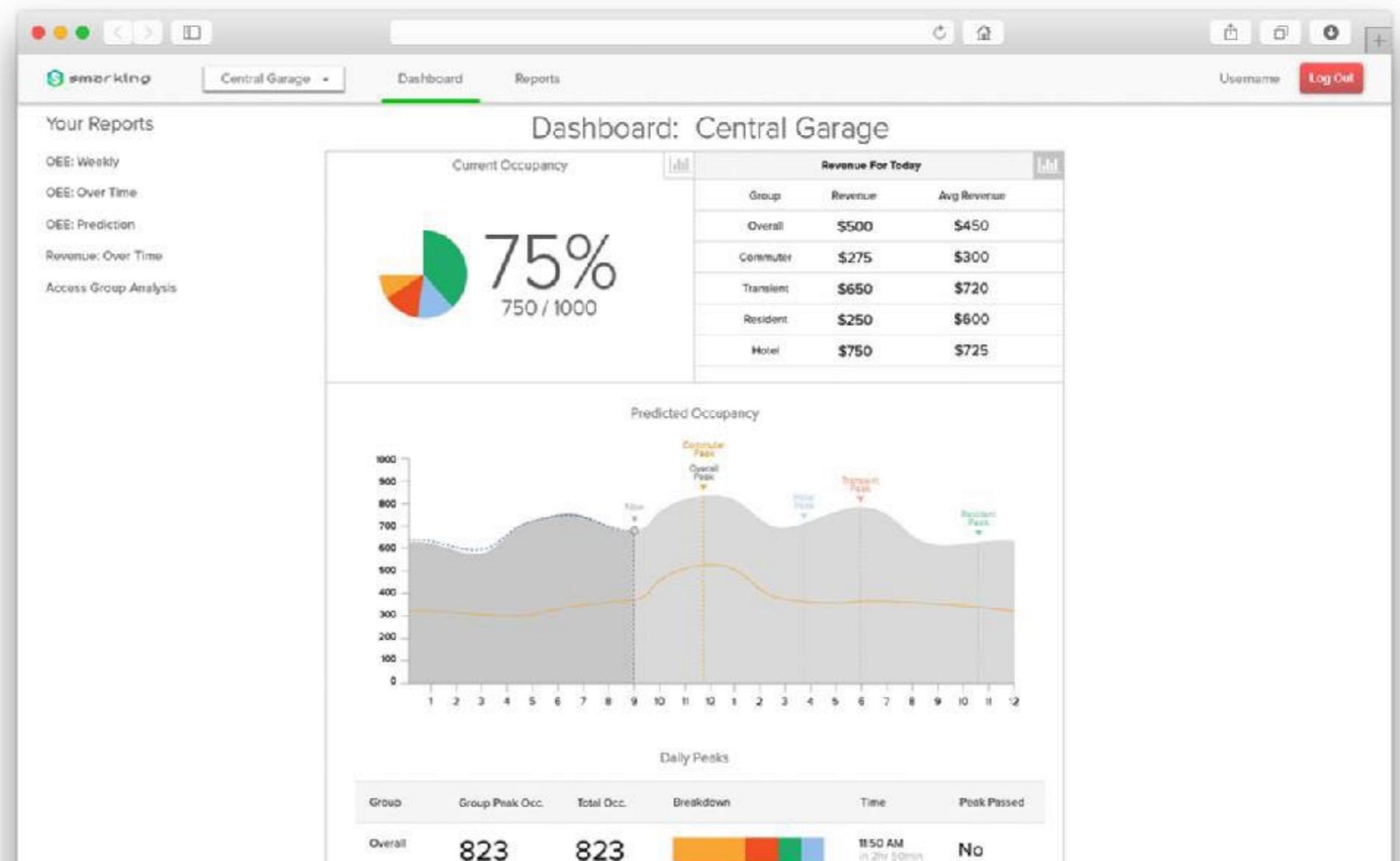
**Clients would begin with a discovery call, where we would have a conversation in which we would learn what data points are the most important to them. We would then share a quick mockup of what we concluded.**

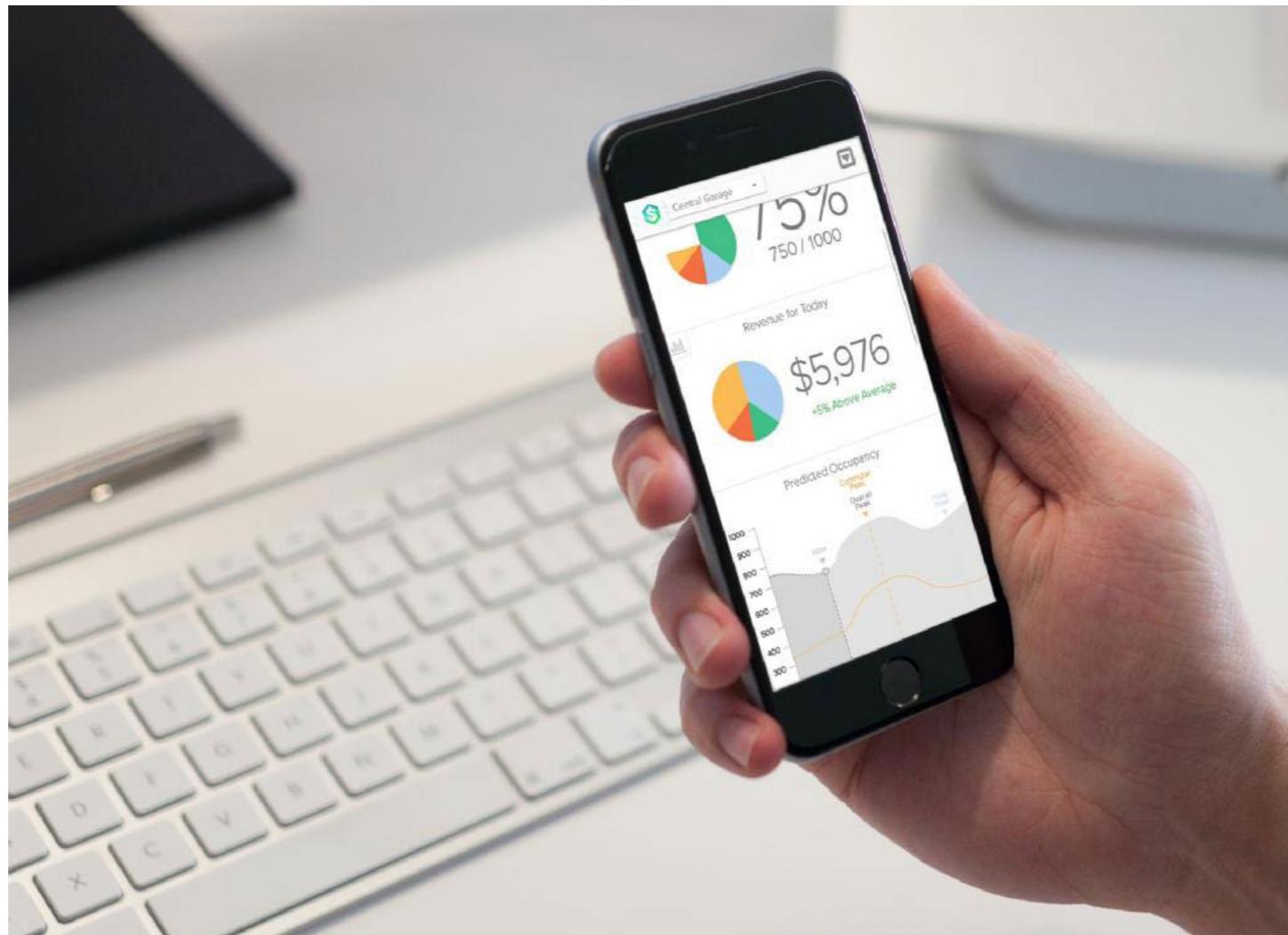


**After having some time to analyze our conversation, I provided them with a low-fi prototype of the proposed solution. If they approved, we would create a functional version.**



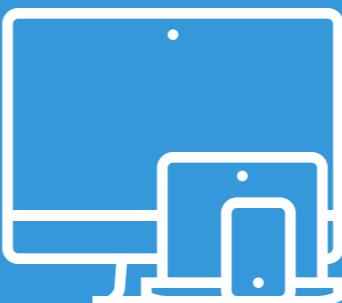
All in all, we discovered 4 replicatable archectypes in the parking industry: Airports, real estate owners, self-owned garages, and garage managers.





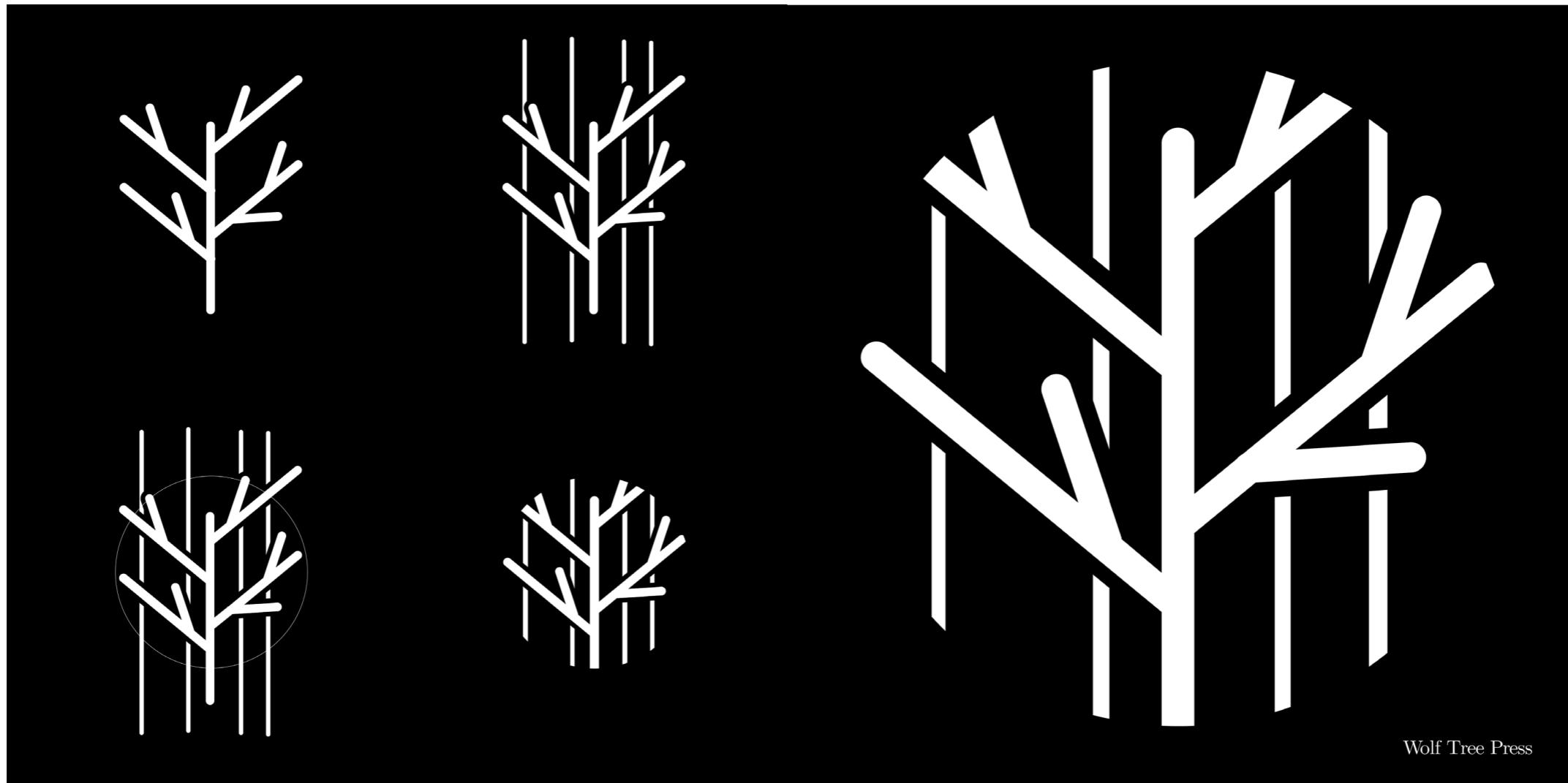
4

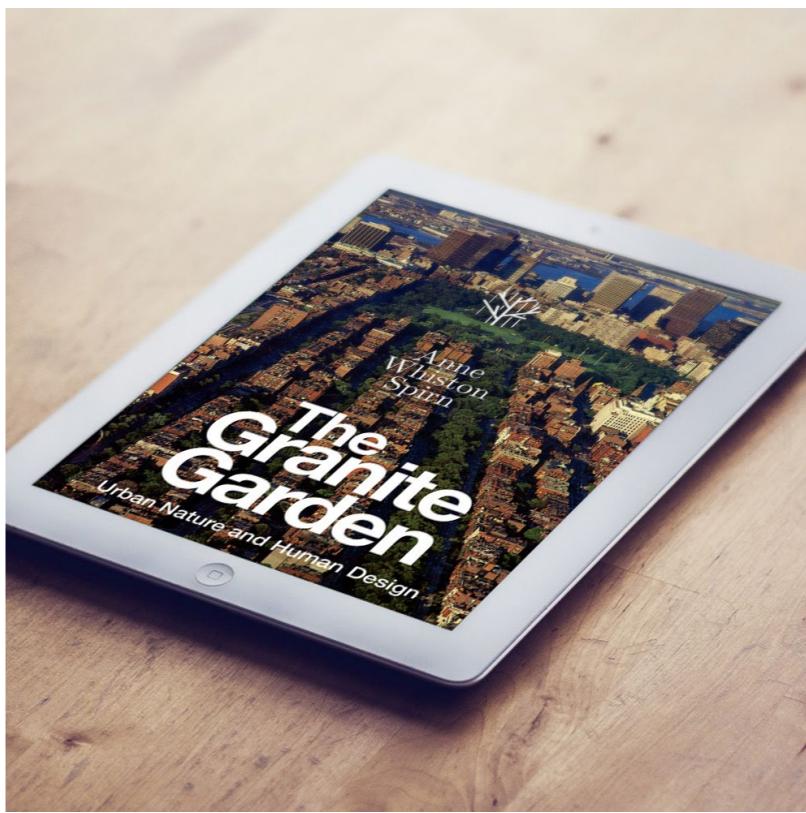
# Assorted Design Work





## Wolf Tree Press Brand Identity







## MBTA Portal

### Subway Interface Concept

Portal is a system that makes use of empty wall space in select stations by fitting them with digital monitors that allow riders waiting for their train to interact with riders at other stations.

The system will determine what interactions riders can have based on their remaining wait times. Users will experience low, medium, or high involvement games so that riders will be entertained for the entirety of their wait.

Riders can compete to be the best on the scoreboards and earn individual prizes, and the stations with the best players can win daily prizes.

**EXHIBIT B**

## 'THE NEW KIDS'

**WHERE DO YOU CURRENTLY LIVE, AND WHAT IS YOUR LIVING SITUATION?**  
We currently live on Tufts Campus. Next year we plan on finding a place to live in between Tufts and Davis Square.

**WHAT DO YOU LIKE TO DO ON YOUR FREE TIME?**  
A couple of our friends from our high school are scattered around BU and Harvard, so we usually meet up around Harvard Square, Davis Square, Kenmore, or Park Street. Sometimes we give JP a visit as well.

**HOW WOULD YOU DESCRIBE YOUR SPENDING HABITS?**  
Right now I try to keep spending low. I'm currently on a meal plan, so I try to take advantage of that as much as possible. I try to only do things that I can do on the cheap.

**HOW MUCH OF A ROLE DOES TECHNOLOGY PLAY IN YOUR LIFE?**  
It plays a MASSIVE role. It's pretty much how I keep in contact with all my friends. We use Instagram, Facebook, Twitter, Snapchat etc etc.

**ANY FINANCIAL GOALS IN MIND?**  
I'm studying business right now, so hopefully it can transition to a good career. I was one of the few lucky students to land an internship at a consulting firm for this summer, so I plan to learn a lot there.

**CAROLINE**  
AGE: 19  
STUDENT

**NATHAN**  
AGE: 20  
STUDENT

**KEY NEEDS**

- ✓ NEW TO THE CITY
- ✓ EXCITED FOR EVENTS
- ✓ YOUNG / TRANSIENT

**SEEN ALSO RIDING:**

- NEW TO BOSTON: FREQUENTLY RIDE THE T DURING WEEKENDS IN ORDER TO MEET WITH FRIENDS FROM OTHER UNIVERSITIES OR VISIT NEW PLACES.
- SCHOOL PRIDE: ENJOYS GOING TO EVENTS CENTERED AROUND THEIR SCHOOL

**EXHIBIT A**

## 'MR. MILLENIAL'

**WHERE DO YOU CURRENTLY LIVE, AND WHAT IS YOUR LIVING SITUATION?**  
I live just north of Boston Common, walking distance from both Park Street (Red/Green) and Government Center (Green/Blue). I currently live with a friend who graduated from college with me. We both found jobs in the tech industry and decided to live together to reduce costs... this city is quite expensive.

**WHERE DO YOU WORK? AND WHAT DO YOU LIKE TO DO WHEN YOU'RE NOT WORKING?**  
I work at a startup in Kendall Square. I was originally looking for a place to live in that area, but the general location did not justify the cost of living there. I decided to live near Park Street since the commute isn't too long.

**HOW WOULD YOU DESCRIBE YOUR SPENDING HABITS?**  
I would consider myself relatively frugal. I'm trying to save money so that I can eventually live in a single-bedroom place or a studio, but I don't mind spending a few extra bucks when the new iPhone comes out. Currently, only the mobile development team in our office gets their new iPhones expensed.

**HOW MUCH OF A ROLE DOES TECHNOLOGY PLAY IN YOUR LIFE?**  
A huge one. As an engineer, I work with it for a living, but I'm always using it in varying capacities every day, like when I'm looking at my phone for reviews of a nearby restaurant, or when I play video games on my XBOX on a Sunday morning.

**ANY FINANCIAL GOALS IN MIND?**  
My priority at the moment is to save enough for a single bedroom or studio apartment, and maybe a car for those days in which it's not a good idea to ride public transit. Driving in Boston is a nightmare though, so I'll use it mainly for road trips or groceries.

**MATTHEW**

AGE: 26  
JOB: Web Developer

**TECH SAVVY**

- ✓ 'UP-TO-DATE' TECHNOLOGICALLY
- ✓ FOLLOWS POPULAR TRENDS

**KEY NEEDS**

- FREQUENT MORNING T RIDER. CAN GET BORED JUST STARING AT THE WALL IN MORNINGS AND AFTERNOONS.
- NEEDS HIS MORNING COFFEE TO GET GOING. FREQUENTLY LOOKING FOR DEALS FOR BREAKFAST AND LUNCH.

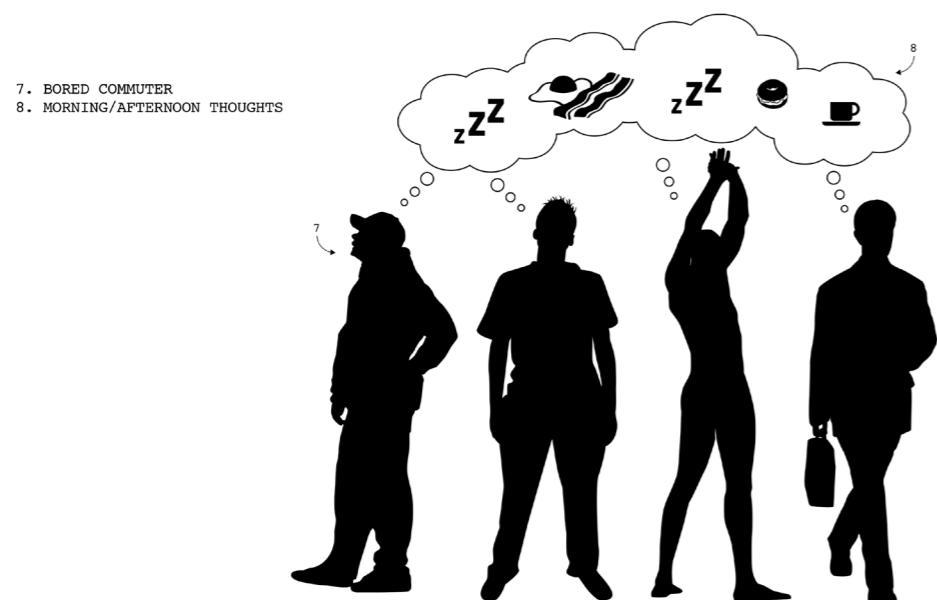
**SEEN ALSO RIDING:**

- BART (SAN FRANCISCO, CA)
- METRO TRANSIT (SEATTLE, WA)
- CTA (CHICAGO, IL)

Oct. 9, 2013

**ULISES REYES, JASON LIPSHIN, PHU NGUYEN**  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 1.



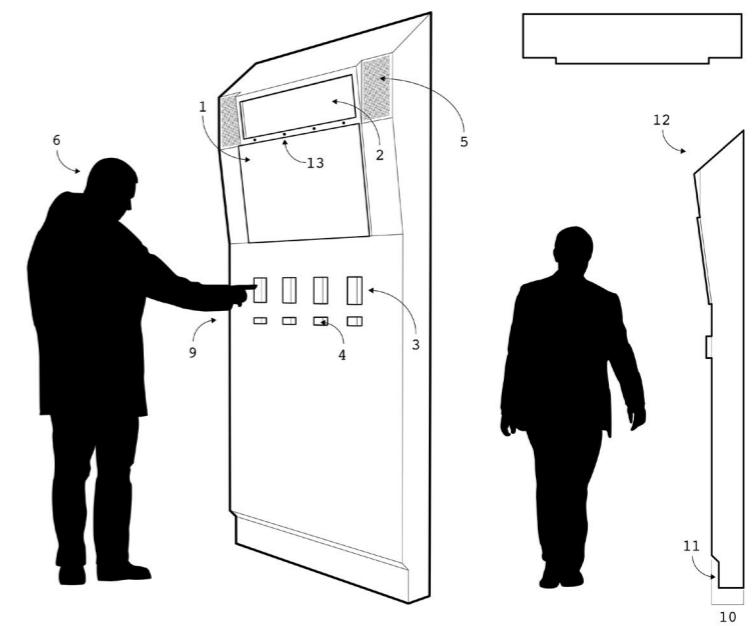
7,XXX,XXX

Oct. 9, 2013

**ULISES REYES, JASON LIPSHIN, PHU NGUYEN**  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 2.

- 1. FLATSCREEN MONITOR
- 2. AD MONITOR
- 3. RFID SCANNER
- 4. MOTION SENSOR
- 5. SPEAKERS
- 6. PLAYER
- 9. 'TAP CHARLIE CARD TO LOG IN'
- 10. 6" KIOSK THICKNESS
- 11. FOOT SPACE
- 12. SLOPED TOP
- 13. COIN SLOT

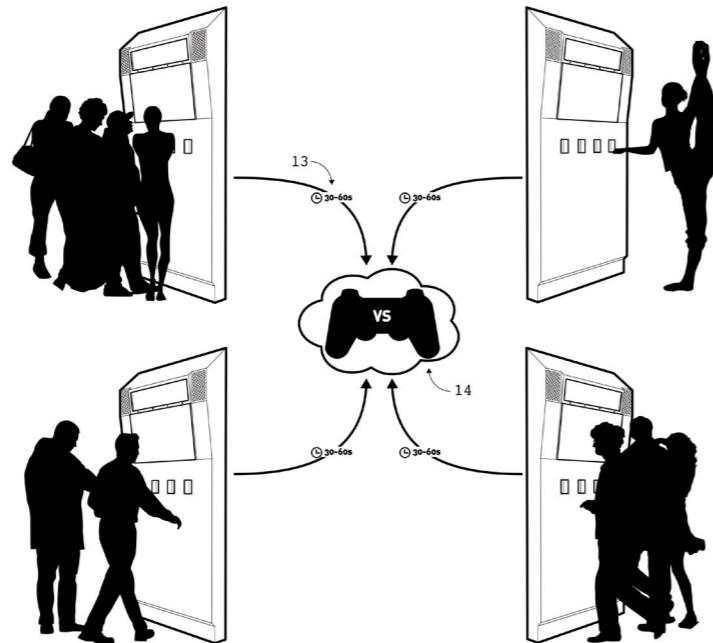


Oct. 9, 2013

**ULISES REYES, JASON LIPSHIN, PHU NGUYEN**  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 3.

13. PLAYERS WHO LOG IN WITHIN A 30-60 SECOND TIME FRAME ARE GROUPED TOGETHER REGARDLESS OF STATION.
14. GROUP PLAYS A COMPETITIVE OR COOPERATIVE GAME



7,XXX,XXX

Oct. 9, 2013

**ULISES REYES, JASON LIPSHIN, PHU NGUYEN**  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 4.

15. A WINNER IS DETERMINED
16. A CASH AWARD IS GIVEN TO WINNER (BETWEEN \$0.50 - \$1.00)
17. FUNDS ARE ADDED TO CHARLIE CARD
18. FUNDS CAN BE USED FOR FUTURE TRAVEL OR SPECIFIC DEALS



# MICROGAMES

*FIRST COINED IN NINTENDO'S WARIOWARE  
( 2003 )*

THREE-TO-FIVE SECOND LONG GAMES  
PLAYED IN RAPID SUCCESSION.

---

OVERALL WINNER DETERMINED BY  
HOW MANY GAMES THEY WON WITHIN  
A TIMEFRAME

OR

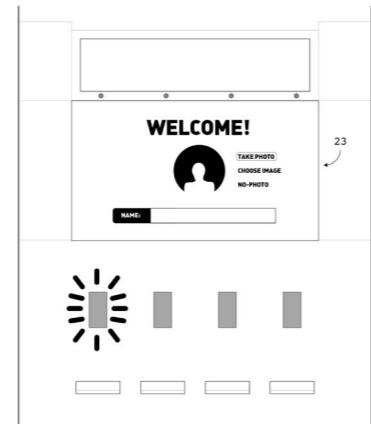
PROCESS OF ELIMINATION

Oct. 9, 2013

ULISES REYES, JASON LIPSHIN, PHU NGUYEN  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 6.

23. WELCOME SCREEN GREETS PLAYER WHO JOINS FOR THE FIRST TIME. ACCOUNT IS AUTOMATICALLY MADE FOR THEM. THEY CAN HAVE THEIR PHOTO TAKEN, CHOOSE A GRAPHIC, OR OPT OUT OF PHOTOS.



Oct. 9, 2013

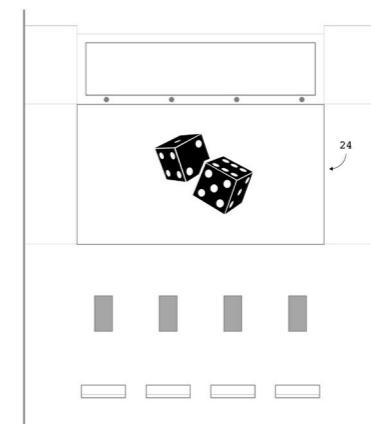
ULISES REYES, JASON LIPSHIN, PHU NGUYEN  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 7.

24. IF WAIT TIME IS 5 MINUTES OR LESS, THE GROUP PLAYS A SIMPLE, OR CHANCE BASED GAME DURING THE REMAINING TIME.



⌚ 0-5min



Oct. 9, 2013

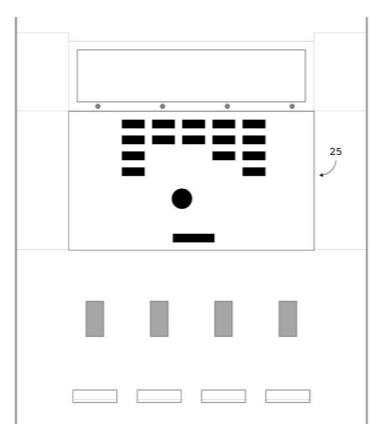
ULISES REYES, JASON LIPSHIN, PHU NGUYEN  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 8.

25. IF WAIT TIME IS 6-10 MINUTES, PLAYERS PLAY A SLIGHTLY MORE COMPLEX GAME.



⌚ 6-10min



Oct. 9, 2013

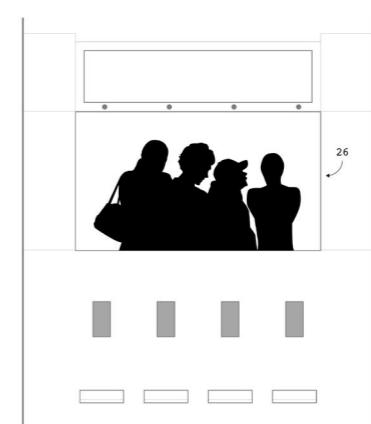
ULISES REYES, JASON LIPSHIN, PHU NGUYEN  
MULTI-PLAYER GAMING KIOSKS  
FOR SUBWAY PLATFORMS

FIG 9.

26. IF WAIT TIME IS ABOVE 10 MINUTES, PLAYERS EITHER PLAY AN AMBIENT GAME, OR WATCH A VIDEO BROADCAST OF OTHER STATIONS.



⌚ 11+ min





**Wave Smart Ads**  
Digital Interface Concept



