CHRISTOPHER REYES
UX / Product Designer

Master's Degree
in HCI & Design

chris.blake.reyes@gmail.com   773.391.9411
www.chrisblakereyes.com

SUMMARY

With over a decade of design experience, my expertise lies in creating people-focused products that resonate in the real world.

EXPERIENCE

ZOOM
Visual / Product Designer—Design Systems, Remote
April 2022–August 2023

– Supported systems design during Zoom's recent rebrand, including development of typography systems for online use, icon systems for digital use, color systems prioritizing accessibility, and guidelines to promote consistency
– Led design and development of Zoom's Email Design System; built full-scale design system across 3 teams, leveraging reusable components and patterns to unify and strengthen the email experience and ultimately reduce time-to-design and development by 80%
– Defined a visual language and guidelines for Zoom product UI; developed cohesive visual language to more effectively express Zoom product UI concepts across five design applications
– Developed and managed Zoom's brand design-language across web (zoom.us) including on product landing pages, post-attendee pages, and product feature pages; Built web assets for zoom.us webpages

A SMALL STUDIO (WITH UC IRVINE)
User Experience Designer, Remote
March 2021–August 2021

– Partnered with A Small Studio to reimagine their core product offering by uncovering and linking critical business and user needs to enable digital transformation and growth
– Conducted robust user research and data collection activities including: questionnaires, observation, and user and stakeholder interviews
– Designed and led workshop to synthesize research data and establish design direction
– Developed wireframes, interactive prototypes, and user tests, translating user insights into design decisions

BLUECROSS BLUESHIELD ASSOCIATION (BCBSA)
Senior Visual / UX Designer, Remote
August 2017–April 2022

– Introduced and drove design best practices for UX and web on BCBS digital properties; developed a robust library of shared design components for BCBS.com to improve both the design process and visual consistency
– Designed web solutions across BCBS.com; used quantitative and qualitative feedback to craft high-fidelity mockups and prototypes; provided detailed design specifications for engineers; supported usability testing
– Developed results-driven microsites; optimized award program conversion funnel, Faces of Fearless, implementing ADA accessibility, responsive design for mobile OS and boosting conversions by 12%
– Designed landing pages for large initiatives, leveraging UX design patterns to achieve high usability levels
– Partnered with CX team on research and design of new product for BCBS KC; produced storyboards, iterative wireframes, and prototypes

For a full history of my working experience, please visit my website.

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE
Master of Human-Computer Interaction and Design

COLUMBIA COLLEGE CHICAGO
Bachelor of Fine Arts, Graphic Design

SOFTWARE + SKILLS

Software: Figma, Sketch, Invision, Hotjar, Adobe XD, Adobe Creative Suite

Skills: Wireframing, Prototyping, User Research, Usability Testing, HTML + CSS, UX Design, Visual Design, Interaction Design