

Bobby Reyes

Senior Product Designer

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WORK EXPERIENCE

Echo Logisitics

Senior UX Designer

October 2022 - Present

Led design strategy for consolidating carrier operations into a unified platform, partnering with cross-functional teams to define the foundation for a system serving multiple user types

Conducted user research, including interviews and journey mapping, with carrier operations teams to identify pain points, translating findings into personas that guided feature prioritization

Designed end-to-end experiences for the carrier domain, from early concept and wireframes through high-fidelity UI, partnering with product and engineering to ship features

Leveraged AI tools throughout the design process, from synthesizing research findings to accelerating prototyping and documentation, to increase design velocity and iterate faster with stakeholders

Groupon

Product Designer II

August 2021 - October 2022

Product design across multiple stakeholder groups at a large consumer marketplace, navigating complex org dynamics to align teams on design direction without losing momentum

Designed end-to-end flows across web and mobile, from wireframes and prototypes through to final UI, spanning multiple product areas

Identified usability problems through research and testing, translating findings into actionable design improvements

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

Led design critiques and retrospectives that built a feedback culture and raised the team's overall output

Forager

UX/UI Designer

January 2020 - July 2021

Owned end-to-end UX at a venture-backed startup, leading research and design to uncover user workflows and pain points that shaped product direction

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

Made design trade-off decisions with development leads to keep features shippable within technical and budget constraints

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

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

Claude AI

Figma

Lucidchart

Jira

Zeplin

UserTesting

Fullstory

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