

Bobby Reyes

Senior Product Designer

www.yesbobby.com
yesbobbyreyes@gmail.com
847-471-8298

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

Initiated the team's design quality assurance process, creating frameworks for systematic usability evaluation that reduced post launch design issues and improved developer handoff efficiency

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