



**USER EXPERIENCE DESIGNER
& ADVENTURE ARCHITECT**

BASED IN BOSTON, MA
PERMANENT RESIDENT

CONTACT

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EDUCATION

EMERSON COLLEGE

M.A. Integrated Marketing
Communications, Class of '12

ATENEO DE MANILA UNIVERSITY

B.A. Interdisciplinary
Studies, Class of '07

SKILLS

Adobe Photoshop	Visual Design
Sketch	Wireframing
Figma	Prototyping
Invision	Affinity Mapping
Zeplin	Market Research
Axure	User Research
HTML, CSS	User Testing

EXPERIENCE

UX DESIGNER SUVIE (CONTRACT)

March 2020 - April 2020

- Redesigned the onboarding and meal selection process to address user complaints and facilitate customer conversion. Conducted competitive analysis, user interviews and created high-fidelity prototypes.

UX DESIGN FELLOW GENERAL ASSEMBLY

February 2020 - April 2020

- Completed 400+ hour immersive program in User Experience Design. Key projects included:
- **HBONow** served as lead UI designer of the app's redesign and introduction of new social features.
- **Black Ink** redesigned the gift shop's website in order to introduce e-commerce functionality and replicate the store's unique offline experience.

ADVENTURE ARCHITECT FREELANCE

May 2016 - January 2020

- Crafted and over 30 multi-day travel itineraries for various groups, individuals, and companies.
- Forged partnerships with established online travel agencies including TripAdvisor, AirBnb and Viator.

DIGITAL MARKETING MANAGER BIRE BOSTON

May 2012 - April 2015

- Curated strategic inbound marketing materials catered to the local Boston market.
- Increased number of unique website visitors by 300% over a four-month period.
- Elevated engagement with clients online, resulting to 12% spike in sales and closings.

MULTIPLE POSITIONS ROCKWELL LAND

Business Unit Head Oct 2008 - Jun 2010

Marketing Manager May 2008 - Oct 2008

Marketing Associate Jun 2007 - May 2008

- Managed daily operations of six cinemas with a maximum seating capacity of 1,676 and a staff of 60.
- Orchestrated theater snack bar rebranding project, resulting in 26% YoY increase in sales.
- Co-designed Everyday Smiles, a secondary CRM program that increased weekday foot traffic by 35%.
- Responsible for conceptualizing and implementing over 40 tactical & strategic mall-initiated events.