

Jorge Fernando Reyna

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<http://www.ninth-floor.com>

EDUCATION

Master in Business Administration

University of San Francisco
San Francisco, CA
Graduated: *May 2017*

Bachelor of Science, Interactive Media Design

Art Institute of California
Los Angeles, CA
Graduated: *June 2004*

SKILLS AND QUALIFICATIONS

- Over twenty years of hands-on experience in print and interactive design, with particular emphasis on creating products aimed at the digital lifestyle
- Eleven years working in leadership roles in a wide variety of companies ranging from start-ups to large corporations
- Team player who actively listens to the needs of the business and consistently delivers premium user-centered solutions, always striving to contribute positively and constructively to the culture
- Proven leadership skills building consensus from all stakeholders before spearheading new product directions, mentoring team members and educating colleagues at all levels
- Superior written, verbal and visual communication skills
- Expert knowledge of cross-platform digital product design using Agile methodology, from mobile to tablet, web to TV, with particular passion for finding ways to use design-thinking principles in order to exceed business expectations
- Expert knowledge of the full **Adobe Creative Suite** and **Sketch** for design in a variety of media; **Axure Pro** for prototyping; **Microsoft** and **Apple** productivity products; as well as a variety of online-based tools for the digital workplace like **Zeplin**, **Airtable**, **Prezi**, **Jira**, **Prosperworks** and **Servicenow**
- Knowledge of HTML, CSS and Javascript, along with working knowledge of MySQL, PHP and Python scripting to aid in prototyping and product definition for technical team members
- Fully bilingual in Spanish and English

WORK EXPERIENCE

FOUNDER

Fluyo Inc.

Winston Salem, NC/Guatemala, Guatemala, September 2017 to March 2020

- Designed a money transfer system using nascent cryptocurrency paradigms based on a public blockchain
- Founded the company to build the system into a service for immigrants in the U.S. to send remittances to Latin America
- Responsible for all aspects of the company, from investor pitches to product design, marketing, etc.
- Developed and pitched the business plan that won Best Business Idea at the Volcano Innovation Summit in Antigua Guatemala, Guatemala

AWARDS

Volcano Innovation Summit

Antigua Guatemala, Guatemala
Best Business Idea, 2018
Fluyo
Role: Founder

Web Marketing Association

Best Fashion Website
StyleBistro, 2012
Role: Senior Design Director

Best Restaurant Rich Media
Online Campaign, 2005:
Chili's Dining Cards
Holiday Campaign
Role: Designer, Flash Developer

Best Restaurant Integrated
Campaign, 2005:
Jack in the Box
Win Jack's Stuff
Role: Designer, Flash Developer

Art Institute of California

Outstanding Achievement,
Graduating Class of June 2004

President's Honor Roll:
Fall 2003, Winter 2004

Best of Quarter:
Scholarly Work for Winter
2004

Dean's List:
Spring 2002 and Spring 2004

WORK EXPERIENCE (cont'd)

UX/UI CONSULTANT

TiVo Inc. via Pro Unlimited
San Carlos, CA, April 2016 to June 2017

- Hired to update the FanTV interface after TiVo's acquisition (see Fanhattan experience below)

SENIOR DIRECTOR, EXPERIENCE AND DESIGN

Livingly Media Inc.
San Carlos, CA, May 2012 to April 2016

- Head of the creative team at Livingly Media, wholly owned subsidiary of Aufeminin International.
- Responsible for all aspects of interface design and user experience design for the Livingly Media publishing platform, its four publishing brands as well as its corporate brand.
- Responsible for ideating new products with department heads, prototyping concepts visually, designing user flows, user experiences and the final consumer-facing interfaces.
- Worked across teams to deliver optimal solutions to the company's product design challenges, especially building consensus among C-level executives, engineers, marketers and editorial teams to ensure the products served the specified goals beyond expectations.

SENIOR DESIGNER, USER EXPERIENCE & VISUAL DESIGN

Fanhattan Holding Company: Fanhattan LLC & Vuze LLC
San Mateo, CA, July 2009 to May 2012

- Worked with CEO, Product and Marketing heads to chart and successfully execute on a new vision for the company
- Led the charge in Visual Design and User Experience, managing contract teams and freelancers at different levels of production
- Spearheaded the design of Fanhattan for iPad, an application that garnered much praise, including a positive review from Walt Mossberg in the Wall Street Journal, who called it "a beautiful and versatile new iPad app"
- Designed user experiences that were both good-looking and functional for all Vuze & Fanhattan products, with special care towards improving traffic, application downloads and user engagement
- Crafted the separate brand identities for Vuze & Fanhattan and developed a consistent and distinct visual language for each one
- Designed the look and the user experience for the company's two major website properties – the Fanhattan movie & TV show database and the Vuze website
- Designed all print and digital marketing collateral for trade shows, conferences and product launches, including directing video motion graphics design and animated digital advertisements

PATENTS

United States Patent & Trademark Office (USPTO)

Named as inventor in the Fanhattan Design Patents below:

System and Method for Power Browsing of Content (No. 34II.009USI)

System and Method for Pyramidal Navigation (No. 34II.008USI)

System and Method for Pivot Navigation of Content (No. 34II.007USI)

System and Method for Carousel Content Switching (No. 34II.006USI)

WORK EXPERIENCE (cont'd)

SENIOR DESIGNER/ART DIRECTOR

Disney | ABC Cable Networks

Burbank, CA, June 2008 to June 2009

- Led and mentored an internal team in the production of design assets for the network
- Designed two iterations of the SOAPnet website with an eye towards improving the user experience and increasing metrics such as page views and time spent on site
- Developed new style guides to conform all design assets to the new SOAPnet Digital brand
- Worked with Senior Management to determine the best designs to support the network's goal

CREATIVE DIRECTOR

Shopit Inc.

Brentwood, CA, April 2007 to April 2008

- Built and managed the Shopit design team
- Created the Shopit brand and established it in the emerging social commerce web niche
- Conceptualized and designed the Shopit website, designed user interactions with special consideration to flow and application architecture
- Designed the Shopit Flash widgets and managed the team that was outsourced to develop them
- Interacted closely with the Shopit development team to ensure the integrity of the final product met the standards set in the composites created by the design team
- Wrote, designed and developed web banners in Flash to promote Shopit in social networking sites
- Wrote marketing copy for the Shopit website, emails and most other communications with users
- My work on the newly launched Shopit helped membership grow from 1,000 members to over 145,000 in 6 months

ASSOCIATE CREATIVE DIRECTOR

CinemaNow, Inc.

Marina Del Rey, CA, July 2005 to April 2007

- Assisted the Creative Director in developing CinemaNow as a modern and relevant lifestyle brand
- Developed the concept and design the interactive interface for all iterations of the CinemaNow website and various downloadable client-end applications, including the first ever Burn-To-DVD client and a Media Manager Application

BRANDS

Worked on campaigns for the following brands via various agencies and freelance work:

TiVo
Visa
Jack in the Box
Chili's
University of Phoenix
Burger King
DirecTV
Fox
Fox en Español
Sony Pictures

OTHER INTERESTS

Electronic music DJ and
Producer

Photography

Portuguese

WORK EXPERIENCE (cont'd)

- Managed the production workflow of CinemaNow's design department, coordinated deadlines and the timely delivery of graphic assets
- Mentored and provided creative and technical direction to members of the design team
- Animated and wrote actionscript for interactive interfaces in Flash, create web banners, flash sliders and feature showcases to promote new offerings on the CinemaNow website
- Created print collateral to aid the Marketing team in promoting CinemaNow with potential affiliates and partners
- Worked with the technical team to ensure the final product is implemented according to the design specification
- Led and mentored an internal team in the production of design assets for the network

LEAD DESIGNER

Apollo Interactive

Culver City, CA, June 2004 to July 2005

PRODUCTION DESIGN INTERN

Sony Pictures Integrated Networks

Culver City, CA, February 2004 to June 2004

PRODUCTION DESIGNER

Blair Graphics

Santa Monica, CA, April 2002 to October 2003

WEBSITE PRODUCER

New Dream Network, LLC

Huntington Park, CA, June 2000 to September 2001
