

# Jorge Fernando Reyna

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## 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 fifteen years of hands-on experience in marketing, advertising, business development and design, with particular emphasis on creating strongly branded products aimed at the digital lifestyle
- Over twelve years working in leadership roles in a wide variety of companies ranging from start-ups, agencies and large corporations to institutions of higher learning
- 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 initiatives, mentoring team members and educating colleagues at all levels
- Innovative strategic thinker in all aspects of marketing, with particular expertise in brand development, strategy ideation and data-driven insights to improve business performance
- Superior written, verbal and visual communication skills
- Expert knowledge of cross-platform digital marketing and design, from mobile to tablet, web to TV, with particular passion for finding ways to use design-thinking principles across disciplines in order to exceed business expectations
- Expert knowledge of digital demand-side advertising platforms, specifically in the tools developed by Basis Technologies, with additional experience in programmatic and direct buying from both the publisher and client sides, deploying and managing campaigns, and optimizing performance to meet KPI goals
- Expert knowledge of the full Adobe Creative Suite and Sketch for design in a variety of media; Microsoft, Apple and Google productivity products; Monday.com for project management as well as a variety of online-based tools for the digital workplace like Zeplin, Airtable, Prezi, Jira and Prosperworks
- 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

## 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

EXECUTIVE DIRECTOR OF MARKETING

### **Wake Forest University School of Law**

Winston Salem, NC, August 2020 to May 2022

- Managed the marketing and communications department of Wake Forest Law, building and mentoring the team
- Worked with the school Dean to design a marketing strategy that expanded awareness of the work done at the institution to contribute to legal scholarship and thought
- Advised the Dean on fundraising strategy and assisted with pitch-deck creation for the Development and Alumni Relations office
- Developed and implemented new processes to increase productivity within the team, increasing the quality of its output in marketing and communication deliverables like newsletters, email blasts, advertising campaigns media outreach, internal communications, etc.
- Guided faculty and leadership in the crafting of the Mission, Vision, and Core Values foundational statements, as well as Value Proposition design exercises
- Design and execute a marketing and advertising campaign to promote the Master of Studies in Law (MSL) program that increased traffic to the informational website by 120% year-over-year
- Established and managed new vendor and agency relationships in digital, social, and traditional media, including a first-ever for the law school Public Radio campaign across North Carolina
- Published the **Wake Forest Jurist**, the yearly alumni magazine of the law school, creating its first-ever digital issue in 2020 in addition to the print version
- Spearheaded new initiatives like the creation of the Legal Deac podcast, scanning the Worrell Professional Building where the law school is housed for a future virtual reality tour, and introducing a new workflow management paradigm with Monday.com
- Managed the promotion and communication cascades for events and notable announcements, including writing copy that accurately represented the law school's position sensitive topics

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

## PATENTS

### United States Patent & Trademark Office (USPTO)

Named as inventor in the Fanhattan Design Patents (now owned by TiVo) below:

System and Method for Power Browsing of Content (No. 3411.009US1)

System and Method for Pyramidal Navigation (No. 3411.008US1)

System and Method for Pivot Navigation of Content (No. 3411.007US1)

System and Method for Carousel Content Switching (No. 3411.006US1)

## 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

## 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  
Wake Forest Law

## OTHER INTERESTS

Electronic music DJ and Producer

Photography

Portuguese

## 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  
Managed the production workflow of CinemaNow's design department, coordinated deadlines and the timely delivery of graphic assets

## 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**

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