

# Jorge Fernando Reyna

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## SKILLS AND QUALIFICATIONS

- Over thirteen years of hands-on experience working in print and interactive design, always striving to cultivate a versatile portfolio of professional work
- Seven 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 solutions
- Proven leadership skills that help build consensus before spearheading new successful product directions
- Expert knowledge of Adobe Creative Suite 5
- Knowledge of HTML, CSS, Javascript and Flash for front-end design
- Knowledge of PHP, MySQL and Actionscript for web development
- Fully bilingual in Spanish and English

## WORK EXPERIENCE

**Fanhattan Holding Company: Fanhattan LLC & Vuze LLC**, San Mateo, CA, July 2009 to Present

*Senior Designer, User Experience & Visual Design*

- Work with the CEO, Product and Marketing heads to chart and successfully execute on a new vision for the company
- Lead the charge in Visual Design, managing contract teams and freelancers at different levels of production
- Spearhead 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”
- Design user experiences that are both good-looking and functional for all Vuze & Fanhattan products, with special care towards improving traffic, application downloads and user engagement
- Craft the separate brand identities for Vuze & Fanhattan and develop a consistent and distinct visual language for each one
- Work with in-house and off-shore engineers to ensure every product that ships adheres to the visual specifications and that all interactive touch points are crafted in a manner that delights users
- Design the look and the user experience for the company’s two major website properties – the Fanhattan movie & TV show database and the Vuze website
- Design all print and digital marketing collateral for trade shows, conferences and product launches, including directing video motion graphics design and animated digital advertisements

**Disney | ABC Cable Networks**, Burbank, CA, June 2008 to June 2009

*Freelance Senior Designer/Art Director*

- Lead and mentor an internal team in the production of design assets for the network
- Design 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
- Develop new style guides to conform all design assets to the new SOAPnet Digital brand
- Design web banners to promote SOAPnet.com features and new offerings
- Work with Senior Management to determine the best designs to support the network’s goal

**Shopit Inc.**, Brentwood, CA, April 2007 to April 2008

*Creative Director*

- Manage the Shopit design team
- Create the Shopit brand and establish it in the emerging social commerce web niche
- Conceptualize and design the Shopit website, design user interactions with special consideration to flow and application architecture
- Design the Shopit Flash widgets and manage the team that was outsourced to develop them
- Interact 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
- Write, design and develop web banners in Flash to promote Shopit in social networking sites
- Write marketing copy for the Shopit website, emails and most other communications with the end user
- My work on the newly launched Shopit helped membership grow from 1,000 members to over 145,000 in 6 months

*Work Experience Continued...*

**CinemaNow, Inc.**, Marina Del Rey, CA, July 2005 to April 2007

*Associate Creative Director*

- Assist the Creative Director in developing CinemaNow as a modern and relevant lifestyle brand
- Develop 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
- Manage the production workflow of CinemaNow's design department, coordinate deadlines and the timely delivery of graphic assets
- Provide creative and technical direction to members of the design team
- Animate and write actionscript for interactive interfaces in Flash, create web banners, flash sliders and feature showcases to promote new offerings on the CinemaNow website
- Create print collateral to aid the Marketing team in promoting CinemaNow with potential affiliates and partners
- Work with the technical team to ensure the final product is implemented according to the design specification

**Apollo Interactive**, Culver City, CA, June 2004 to July 2005

*Lead Designer*

- Lead designer for Apollo's Online Media Group
- Design, develop and deploy web ad campaigns with accompanying micro-sites for Chili's, Jack in the Box, Pardee Homes and Curves, among others
- Coordinate and delegate banner production for other designers

**Sony Pictures Integrated Networks**, Culver City, CA, February 2004 to June 2004

*Production Design Intern*

**Blair Graphics**, Santa Monica, CA, April 2002 to October 2003

*Production Designer*

**New Dream Network, LLC**, Huntington Park, CA, June 2000 to September 2001

*Website Producer*

**Guidance Solutions, Inc.**, Marina Del Rey, CA, August 1999 to August 2000

*Website Integrator*

**PeopleLink, Inc.**, Santa Monica, CA, July 1998 to August 1999

*Website Designer*

## **EDUCATION**

**Art Institute of California – Los Angeles**

Bachelor of Science in Interactive Media Design with Honors, June 2004

## **PATENTS**

**Contributed as inventor to the following Fanhattan Pending Design Patents:**

- 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)

## AWARDS

### Web Marketing Association

- Best Restaurant Rich media Online campaign: Chili's Dining Cards – Holiday Campaign  
Role: Designer, Flash Developer
- Best Restaurant Integrated campaign: Jack in the Box – Win Jack's Stuff  
Role: Designer, Flash Developer

### Art Institute of California - Los Angeles

- 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

## BRANDS

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

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

## OTHER INTERESTS

- Electronic music DJing and production
- Photography
- Portuguese

## URLs

[www.fanhattan.com](http://www.fanhattan.com)

[www.vuze.com](http://www.vuze.com)

[www.soapnet.com](http://www.soapnet.com)

[www.shopit.com](http://www.shopit.com)

[www.cinemanow.com](http://www.cinemanow.com)

[www.ninth-floor.com](http://www.ninth-floor.com)

Fanhattan for iPad: <http://itunes.apple.com/us/app/fanhattan/id436928538?mt=8>