

Jorge Fernando Reyna, MBA

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Product Design Leader

Product Lifecycle | Emerging Technologies | Team Leadership & Mentorship | Value Creation

Creative visionary leader with 15+ years of experience leading cross-functional teams in delivering simple design solutions for complex problems at startups in emerging technology spaces. Accomplished generalist with experience driving product category leadership and creating brand value. Skilled communicator and mentor with high EQ and strategic product insight.

CORE COMPETENCIES

Cross-Functional Team Leadership | Human-Centered Design (HCD) | Research | Management | Design Thinking | Systems Thinking | Critical Thinking | Strategy | Information Architecture | Creative Direction | Pipeline Management

TECHNICAL SKILLS

Design & Prototyping: Figma | Framer | Rive | Adobe Creative Suite | Replit | HTML | Tailwind CSS | Whimsical

Productivity & Business Tools: Google Workspace | MS Office | Linear | Notion

Emerging Technologies: Web3 | AI | Blockchain **Languages:** English (*Primary*) | Spanish (*Native*)

RELEVANT PROFESSIONAL EXPERIENCE

Civic Media Inc. | Madison, WI

Jun 2022 – Nov 2024

Vice President, Digital Products

Management | Leadership | Strategy | Product Design | Marketing | UX/UI Design | AI | Scalable Design Systems

Key member of leadership team that built and scaled a media network startup from early stage to multiple functional teams, leading HCD, UX and tech innovation in the organization. Led [AI initiatives](#) using Whisper & ChatGPT.

- **Achieved a 600% increase in web visitor traffic** within six months of new site launch and a **3900% growth in mobile app engagement** by architecting and executing on the roadmap for UX/UI for 20 digital properties.
- Pioneered the internal **AI Working Group** and crafted the organization's AI Policy for content and media creation.
- Led the research, ideation and execution of a template-based Figma design system that scaled from one network website to 12 different websites that feature a consumer-friendly interface for a complex mixed media offering.

Wake Forest University School of Law | Winston-Salem, NC

Aug 2020 – May 2022

Executive Director of Marketing

Management | Leadership | Marketing | Podcasting

Led the Law School's marketing team, improving performance and quality through new processes. Represented Law School leadership in a University-wide hackathon sponsored by the **Art Antiquities Blockchain Consortium** to advise students on creating a scalable system for documenting the provenance of priceless cultural artifacts with a blockchain.

Fluyo Inc. | Winston-Salem, NC & Guatemala

Sep 2017 – Mar 2020

Founder & Head of Design

Entrepreneurship | Leadership | Marketing | Web Design | Mobile App Design | Cryptocurrencies

Captured investor interest and built all aspects of a startup that created a cross-border cryptocurrency money transfer system from zero-to-one. Grew operations by building and managing a team for the award-winning pilot program.

- Designed a bilingual cryptocurrency wallet HTML and Javascript demo using HCD principles that succeeded at educating a user base in rural Guatemala on the use of cryptocurrencies.

TiVo Inc. | San Carlos, CA

Apr 2016 – Jun 2017

Lead UX/UI Consultant

UX/UI Design | UX Analytics | Information Architecture

Used Sketch to design user flows and interfaces for a global entertainment discovery brand that holds the design patents in which I am named as inventor. **Revitalized the FanTV interface post-acquisition by TiVo**, enhancing the platform with new features to align with evolving user needs and market expectations.

Livingly Media | San Carlos, CA

May 2012 – Apr 2016

Senior Director – Experience & Design

Cross-Functional Team Leadership | UX/UI Design | Web Design | UX Analytics | Information Architecture

Designed human-centered interfaces and experiences for an early stage publishing platform with four publications using Adobe CS tools. Collaborated with leaders on product ideation, design and prototyping to deliver design solutions aligned with strategy. Helped the company's acquisition by Aufeminin, an Axel Springer company, in 2015 by playing a key role in the design of impactful digital media products that impressed C-level executives.

Fanhattan | San Mateo, CA

Jul 2009 – May 2012

Senior Designer – User Experience & Visual Design

Cross-Functional Team Leadership | UX/UI Design | Web Design | UX Analytics | Information Architecture

Led design in the transformation of a startup building a BitTorrent project that pivoted into an entertainment discovery engine called Fanhattan, then FanTV, that was later acquired by TiVo.

- Drove design of the [Vuze Plus](#) BitTorrent SaaS subscription-based product that became the company's primary revenue generator, **achieving \$2M in the first three months and scaling to \$20M annually**.
- Designed the Fanhattan App, lauded by Walt Mossberg as a “beautiful & versatile new iPad app” at the Wall Street Journal’s D9 Conference.

PASSION PROJECTS

Mad Unity | Madison, WI

Aug 2023 – Present

Creator

Leadership | UX/UI Design | Web Design | Scalable Design Systems | Video & Audio Production | Podcasting

Creating a media entity aimed at providing a platform for up and coming music producers in all styles of electronic dance music (EDM). The first publication is a **video and audio podcast called *Mad Unity: Our EDM Life***.

Friilly (AI) | Madison, WI

Dec 2024 – Present

Creator

AI Product Design | UX/UI Design | AI Agent Coding

Creating an AI system that uses NLP to gather information on events happening in any given community and makes it easy for people to find them via interaction with an LLM-driven chat interface. Adopting HCD principles for a friendlier user experience.

RECENT HONORS & AWARDS

Named as Inventor in four Design Patents now owned by TiVo Inc. – United States Patent & Trademark Office
Best Web Story in the Medium & Large Market Radio (Civic Media, 2024) – WI Broadcasters Assoc.
Best Business Idea (Fluyo, 2018) – Volcano Innovation Summit, Antigua Guatemala, Guatemala

EDUCATION

Master of Business Administration (MBA) – University of San Francisco | San Francisco, CA
Bachelor of Science (BS) in Interactive Design – Art Institute of California | Los Angeles, CA
AI Product Design Certificate – ELVTR | Online