

# Jorge Fernando Reyna, MBA

[jorge@ninth-floor.com](mailto:jorge@ninth-floor.com) | (310) 918-1918 | [LinkedIn](#) | [Design Portfolio](#)

## Product Design Leader

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

I approach emerging technologies with curiosity, excitement and humility, discovering insights that enable me to lead and mentor teams at startups in designing, building and launching great products. Currently tapping into the potential of fast-prototyping with AI-Assisted coding tools for crafting high-quality human-centered experiences.

### 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:** Replit | Subframe | Figma | Framer | Rive | Adobe Creative Suite | HTML | Tailwind CSS | React

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

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

## RELEVANT PROFESSIONAL EXPERIENCE

---

**Ride Tracker for Fitness (AI)** | Madison, WI, **Product Designer, UX, Builder**

**Feb '24 – Present**

*AI Product Design | Experience Design | AI Agent Coding | Fast Prototyping | Product Launch | Motion*

Created a fully functioning workout tracking system for indoor cycling rides in two weeks with an LLM-powered AI Coach using Figma for initial design and Replit's Claude-powered Assistant for product build.

- Trained the Gemini-driven agent to provide nutrition and recovery advice based on user-submitted ride data and available online resources in the tone of a knowledgeable fitness coach.
- Used Tailwind CSS and Framer Motion to style the chat with a friendly, easy to use interface, including chat history tracking and pre-filled prompt buttons that facilitate interaction with the coach.
- **Hiring Team** – Play around the tracker and AI Coach in this [Demo Link](#).

**Friilly (AI)** | Madison, WI, **Product Designer, UX, Builder**

**Dec '24 – Present**

*AI Product Design | Experience Design | AI Agent Coding | Fast Prototyping | Product Launch | Motion*

Created a fully functioning LLM-powered search engine for local events paying special attention to HCD principles to create a friendlier, more visual experience for users.

- Trained the Gemini-driven agent to recognize vague temporal queries (e.g. "this weekend") to provide accurate results and coupled it with a chat that provides relevant contextual information on each event.
- Designed the interface and design system in Subframe to export React components styled with Typescript and Tailwind CSS, used Rive for animations, and built the entire application with Replit's Claude-powered Assistant.
- **Hiring Team** – Play around with the [Friilly Website](#) to find fun things happening in Madison, WI.

**Civic Media Inc.** | Madison, WI, **Vice President, Digital Products**

**Jun '22 – Nov '24**

*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.

- Pioneered the internal **AI Working Group** and crafted the organization's AI Policy for content and media creation.
- **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.

- 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, **Exec. Director Marketing Management** | *Leadership* | *Marketing* | *Podcasting* **Aug '20 – May '22**

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, **Founder & Head of Design** **Sep '17 – Mar '20**  
*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, **Lead UX/UI Consultant** **Apr '16 – Jun '17**  
*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, **Senior Director – Experience & Design** **May '12 – Apr '16**  
*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, **Senior Designer – User Experience & Visual Design** **Jul '09 – May '12**  
*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.

## 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