Amalia Reyes

Long Beach, CA | 480-296-4326 | creativebyamalia@gmail.com | https://linkedin.com/in/reyesamalia | www.amaliareyes.com

STRATEGIC BUSINESS PARTNER

Detail-oriented Senior Graphic Designer with a passion for shaping brand identities with data-driven design. With over 8 years of experience in digital and print design, UX/UI, and conversion optimization, I excel at producing high-quality, brand-aligned visual assets that drive engagement and enhance storytelling. Passionate about leveraging user-centered design to create meaningful experiences that support accessibility and impact. Adept at maintaining brand consistency across platforms, optimizing design for performance and conversion, and collaborating with cross-functional teams to deliver strategic, data-driven solutions.
Proficient in Figma, Adobe Creative Suite, A/B testing, and digital production workflows.

AREAS OF EXPERTISE

Brand & Visual Identity | Digital & Print Production | UX/UI & Web Design
Conversion Rate Optimization (CRO) | Landing Page & Email Marketing Design | Motion Graphics & Video Editing | A/B Testing & Heatmap Analysis
Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro | Collaboration & Cross-Functional Teamwork | Project Management

PROFESSIONAL EXPERIENCE

FABLETICS | Senior Graphic Designer, Acquisition & CRO

El Segundo, CA | April 2022 – Present

- Develop and execute high-quality visual assets for digital campaigns, landing pages, and marketing materials.
- Maintain brand consistency across multiple divisions, including Fabletics Women, Fabletics Men, Fabletics Scrubs, and Yitty by Lizzo.
- Collaborate cross-functionally with marketing, product, and analytics teams to optimize digital assets for performance.
- Increased subscription conversions by 43% (2022–2023) through data-driven landing page enhancements.
- Led A/B testing initiatives, leveraging heatmaps and behavioral insights to improve UX/UI design.
- Managed 30+ landing pages per month, optimizing for a 60%+ win rate on conversion goals.
- Designed a top-performing ad template in 2024 that generated $300K+ in spend over one weekend, leading to a product sellout and $2.7M+ in scaling spend.
- Ensured on-time project delivery, handling 5+ daily projects with minimal revisions.

FREELANCE DESIGNER | Graphic Designer, UX/UI Designer

Los Angeles, CA | May 2015 – Present

- Specialize in branding, UX/UI, digital marketing, and print design for startups, fintech, health & wellness, and corporate clients.
- Design logos, illustrations, social media content, landing pages, email marketing, and motion graphics.
- Deliver high-quality production-ready files for both digital and print media.

THE TRAVEL CORPORATION | Graphic Designer

Los Angeles, CA | October 2020 – April 2022

- Produced multi-platform digital assets including emails, paid media ads, landing pages, and infographics.
- Designed creative assets for brands such as Uniworld Boutique Cruises, Insight Vacations, and Luxury Gold.
- Ensured brand compliance and optimized designs for print and digital output.
- Created visual storytelling assets, including logos, print ads, landing pages, blogs, social media content, and PowerPoint presentations.

SIGNATURE TRAVEL NETWORK | Graphic Designer

Los Angeles, CA | Jan 2020 – Sep 2020

- Developed email marketing assets for 15+ clients, maintaining brand consistency and engagement.
- Created UX/UI design solutions for client websites and approval platforms.
- Designed social media ads, website graphics, and animated video content.

GOLDEN ROAD BREWING | Freelance Visual Designer & New Hire Trainer

Los Angeles, CA | May 2015 – Dec 2020

- Designed marketing collateral, merchandise, event materials, and signage for multiple locations.
- Created menus, branded print materials, and promotional assets for internal and external branding.

GO SESH, INC. | UX/UI Designer, Graphic Designer, Acquisition; CRO

Santa Monica, CA | June 2018 – August 2019

- Led UX/UI design for a SaaS platform, enhancing desktop and mobile user flows.
- Conducted A/B testing, usability testing, and user behavior analysis for feature optimization.
- Designed email marketing campaigns, landing pages, and social media content.

EDUCATION

Bachelor of Arts, Design Studies | Arizona State University

TECHNICAL PROFICIENCIES

Figma | Photoshop | Illustrator | Premiere Pro | InDesign | After Effects | Microsoft Office Suite | Google Suite
Trello | JIRA | Asana | Monday.com | Mailchimp | Klaviyo