

AMALIA REYES

SENIOR DIGITAL DESIGNER
UX/UI · GRAPHIC DESIGN · E-COMMERCE · CRO

Senior UX/UI Designer with 10+ years of experience bringing brands to life through thoughtful storytelling and high-performing digital experiences. I blend creativity, growth strategy, e-commerce and CRO to design acquisition funnels, landing pages, PDPs and customer journeys that feel true to the brand while driving measurable results.

CONTACT

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 Torrance, California

CORE EXPERTISE

Growth & Performance UX
Conversion Rate Optimization (CRO)
E-commerce UX
Landing Page Optimization
Acquisition Funnels
PDP / PLP Optimization
Experimentation Strategy
User Behavior & Heatmap Analysis
Mobile-First / Responsive Design
Design Systems
Web Development & QA

TOOLS

DESIGN

Figma · Photoshop · Illustrator ·
InDesign

ECOMMERCE & WEB

Shopify · Replio

ANALYTICS & CRO

Convert · Microsoft Clarity ·
Crazy Egg · Motion · Foreplay

PROJECT MANAGEMENT

Asana · Trello · Jira

AI

Claude · ChatGPT · Figma AI ·
AI Creative Workflows

EDUCATION

BACHELOR OF ARTS | Design Studies

Arizona State University
Aug 2008 - May 2013
Tempe, Arizona

PIQUE LIFE — Jul 2025 | Present

Sr. UX/UI Designer | Culver City, CA

- Lead UX/UI strategy and execution across ecommerce and acquisition experiences, including landing pages, PDPs/ePDPs, PLPs, subscription funnels, CRO experiments, product launches and sitewide campaigns
- Designed and executed Pique's Build Your Own Subscription experience, achieving a 79.8% first-time subscription rate vs. a 60% target, with all planned phases delivered on time
- Partnered with Growth, Analytics, CRO and Development teams to execute 21 CRO experiments with a 67% win rate (14/21), exceeding the 60% testing target across major ecommerce funnels
- Optimized PDP first-fold UX through iterative CRO testing, driving ~13% higher add-to-cart rates, +3% conversion, and +2% AOV
- Lead end-to-end digital execution from Figma through development and launch, managing an offshore web development team and QA across responsive ecommerce experiences

FREELANCE GRAPHIC DESIGNER — Mar 2015 | Present

Freelance Digital Designer | El Segundo, California

- UX/UI, Landing Page Optimization, Digital & Print Marketing, Social Media Management & Content Creation, Brand Strategy, Chalkboard, DIY Projects
- Industries: Food & Beverage, Financial Technology, Corporate companies, Small business, Health & Wellness, Start-ups
- Digital & Print: social media content, layout design, logo design, vector illustrations, video editing, motion graphics, white papers, fact sheets, infographics, proposals

FABLETICS — Apr 2022 | Jul 2025

Sr. Graphic Designer, Acquisition/CRO | El Segundo, California

- Led acquisition landing-page design across Fabletics Women, Men, Scrubs, and Yitty, partnering with Acquisition and Development to optimize paid customer journeys against CRO and KPI goals.
- Contributed to 43% YoY growth in subscription-member conversions (2022–2023) through landing-page optimization, experimentation, and UX improvements
- Managed, designed, and delegated 30+ landing pages per month, leveraging A/B testing, heatmaps, and behavioral data to target a 60% experiment win rate
- Designed top-performing paid creative scaling from \$300K+ spend in one weekend to \$1.3M+ within three months, developing reusable templates that continued performing across subsequent product launches
- Migrated a 7-person design team from Photoshop to Figma, establishing workflows across four in-house and three offshore designers
- Partnered cross-functionally with CRM and Product to optimize lead-drip journeys and membership quiz experiences for improved customer-data collection

THE TRAVEL CORPORATION — Oct 2020 | Apr 2022

Graphic Designer | Los Angeles, California

- Lead Designer: digital assets and templates—emails, static and dynamic paid media ads, digital banners, infographics
- Uniworld Boutique Cruises, U by Uniworld, Insight Vacations, Luxury Gold, The Velvet Collection
- Creative Process: collaborate, conceptualize and develop designs, concepts, templates and typography using; protecting core brand standards and guidelines; follow and protect the integrity of file standards, management and organization
- Design templates and production design for a large variety of design projects: logos, print ads, print collateral, emails, landing pages, blogs, digital banner ads, digital collateral, paid social assets, PowerPoint presentations, newsletters, infographics, flyers, evites

SIGNATURE TRAVEL NETWORK — Jan 2020 | Oct 2020

Graphic Designer | El Segundo, California

- Email Marketing: Designed content for 15+ clients using Photoshop and Illustrator, maintained brand integrity per client, communicated with clients for design feedback, collaborated with account managers and copywriters
- Digital Marketing: Created UI design for client approval site, website design via SquareSpace, video creation and client customizations via After Effects, digital banner ads, social media content, logo design
- Social media assets: Instagram and Facebook paid ads
- Print: The Travel Magazine and Ultimate Experiences customizations via InDesign