


Amalia Reyes

STRATEGIC BUSINESS PARTNER

Detail-oriented Senior Graphic Designer with a passion for shaping brand identities in innovative industries. 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.

PORTFOLIO

 www.amaliareyes.com

 <https://linkedin.com/in/reyesamalia>

AREAS OF EXPERTISE

Brand & Visual Identity
Digital & Print Production
UX/UI Web Design
Conversion Rate Optimization (CRO)
Landing Page & Email Marketing Design
A/B Testing & Heatmap Analysis
Adobe Creative Suite
Cross-Functional Teamwork
Heatmaps & User Behavior Analysis
Brand Strategy
Project Management
Motion Graphics & Video Editing

TECHNICAL PROFICIENCIES

Figma | Photoshop | Illustrator |
Premiere Pro | InDesign

Microsoft Office Suite | Google
Suite

Trello | JIRA | Asana |
Monday.com

Email Marketing | Mailchimp |
Klaviyo

Digital Marketing | Social Media
Marketing | Instagram |
Facebook | Meta | Google Ads

ACHIEVEMENTS


RISE: Individual Contributors

EDUCATION

Bachelor of Arts
Design Studies
Arizona State University

CONTACT

 creativebyamalia@gmail.com

 480-296-4326

 Long Beach, California

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 SaaS development, improving desktop and mobile user flows.
- Conducted user research, usability testing, and A/B testing for feature enhancements.
- Designed social media assets, video tutorials, landing pages for acquisition using Photoshop.
- Designed email marketing campaigns for customer journey, introduction, trigger emails, informational emails, tutorials, reengagement using Mailchimp.