



AMALIA REYES

SR. GRAPHIC DESIGNER | UX/UI

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Apr 2022 | Present

● FABLETICS

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

- Lead designer for landing pages for Fabletics Womens, Fabletics Mens, Fabletics Scrubs and Yitty by Lizzo
- Collaborate with Acquisition Manager and developers to design and optimize landing pages that align with Conversion Rate Optimization (CRO) best practices and KPI goals
- Converted 43% more subscription members from 2022 to 2023
- Initiated A/B design testing, analyzing user behavior data and heatmaps to identify opportunities for UX/UI improvement
- Migrated a team of 7 graphic designers from Photoshop to Figma; 4 in-house and 3 offshore designers
- Manage, design, and delegate 30+ landing pages per month with a target of achieving 60% win rates
- Designed top converting static ads with a \$300k+ spend in one weekend leading to product selling out; designed multiple ad templates that continuously perform with new products
- Cross Department Projects: CRM Lead-Drip series for Mens and Womens, Collaborated with Product team to enhance the membership quiz assets and quiz flow to collect more precise data

Mar 2015 | Present

● FREELANCE GRAPHIC DESIGNER

Freelance Fine Artist and Graphic Designer | Los Angeles, 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

Oct 2020 | Apr 2022

● THE TRAVEL CORPORTATION

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

Jan 2020 | Sep 2020

● SIGNATURE TRAVEL NETWORK

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

May 2015 | Dec 2020

● GOLDEN ROAD BREWING

Freelance Visual Designer, *Instructional Designer, New Hire Trainer, Server* | Los Angeles, California

- Merchandise/Swag Design: Special release can art, shirt graphics for 4 different locations, hats, sweaters
- Event packages: television graphics, social media graphics, print materials, event signage
- Daily Operation Designs: Menu redesigns/templates, wood and metal signs, magazine ad, floor plans, social media assets

Jun 2018 | Aug 2019

● GO SESH INC.

UX/UI Designer | Santa Monica, California | Remote

- User flow to Product Launch: Initiated problem/solution user flow via Google Drawings, prototyping via Photoshop, interactive prototyping via InVision, oversaw testing via Trello for 8+ products, debugging with Developer, UX Research
- SaaS Development: desktop & mobile, empathic interface design, functionality testing, debugging, workload scalability
- Product Designer Lead: Messenger, Check-In Feature, Landing Page & Onboarding Flow, share buttons; Add-to-Cart, Search function update, Booking Page update, Leave a Review update

Content Creative & Marketing Manager | Santa Monica, California | Remote

- Social Media Assets: Used Planoly to organize 3 stories daily & 1 post per week, wrote copy and hashtags
- Video tutorials: created 16 tutorials on how to use the platform features; edit & add music in Premiere Pro, wrote copy for informational and step-by-steps
- MailChimp: designed email marketing campaigns for customer journey, introduction, trigger emails, informational emails, tutorials, reengagement

EXPERTISE

UX/UI, Landing Page + Layout Design
Conversion Rate Optimization (CRO)
A/B Testing
User Experience Research
Heatmaps and User Behavior Analysis
Mobile-First Design
Project Management

TOOLS

ADOBE CC | Figma · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro
PLATFORMS | Trello · Jira · Asana · Monday.com
DESIGN | UX/UI · Typography · Illustration · Motion
GOOGLE | Doc · Forms · Drawing · Sheets
SOCIAL | Management · Strategy · Creator

EDUCATION

BACHELOR OF ARTS | Design Studies
Arizona State University
Aug 2008 - May 2013
Tempe, Arizona

RISE | Individual Contributors: Core