Jonathan A. Reyes

Senior Product Designer

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PROFESSIONAL SUMMARY

Product designer with 9+ years of experience leading design across consumer and B2B products. Ships design systems, drives research, and mentors mid-level designers.

EXPERIENCE

Design Lead — Northwind
San Francisco · 2021 – Present

- Led rebrand across 6 product surfaces used by 2M monthly users.
- Shipped an internal design system adopted by 40 engineers.
- Mentored 5 designers; grew team from 3 to 7.

Senior Product Designer — Loomly
Remote · 2018 – 2021

- Owned onboarding redesign — activation +38%.
- Collaborated with research to run 40+ usability sessions.

EDUCATION

B.A. in Visual Communication — Rhode Island School of Design
Providence, RI · 2011 – 2015

SKILLS

Figma · Prototyping · Design Systems · User Research · Accessibility · Motion

LANGUAGES

English (native) · Spanish (fluent)

CERTIFICATIONS

Certified Usability Analyst — HFI (2019)