

EDGAR JAMES REYES

PRODUCT + UX DESIGN

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EXPERIENCE

Senior Product Designer @ AG1

SEP 2023 - PRESENT

Increased conversion and LTV through Acquisition, Retention & Loyalty initiatives by designing scalable solutions and automation efforts across AG1 cohort groups and partnerships.

Ship e-commerce features and design development across product, engineering, data, marketing and commerce partners in the AG1 ecosystem which elevate company OKR's and key results for revenue.

Product Designer II @ HERMAN MILLER

NOV 2021 - AUG 2023

Lead UX discussions and design initiatives with clear direction and path from initial planning to scalable product solutions.

Collaborate with creative brand partners, stakeholders, designers, developers, product owners and strategists to execute project scopes that deliver best-in-class digital experiences.

Product designer @ ATTENTIVE MOBILE

JAN 2021 - NOV 2021

Strategize user interviews, evaluations and solicit feedback to gain key insights on users empathy towards products and services.

Experience Designer @ DEFINERY

AUG 2019 - NOV 2021

Wireframe, prototype and user-journey development for successful product launches across different verticals.

PROJECTS

Lead 3D Designer @ FICTIV

Lead 3D designer that delivered technical renderings and assests for the manufacturing company's website and navigations.

fictiv.com

Lead Creative/UX @ MillerKnoll

Provided Information architecture recommendations, user-journeys, and site components for B2B & B2C MillerKnoll.com sites.

millerknoll.com

EXPERTISE

UX Research + Methodologies

AI Tools & LLM Automation

Responsive Web/Mobile Design

End-to-End Product Planning

Design System & Asset Libraries

Code Connect & Agile Workflows

AA/AB Testing

Cross-team Collaboration

EDUCATION

California College of the Arts

BFA INDUSTRIAL DESIGN 2016-2019