CRISTIAN REYES

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(831) 594-4836 | Salinas, CA

PROFESSIONAL SUMMARY

As a first-generation graduate, I draw inspiration from my diverse background to create unique, functional designs. With experience in branding, digital content, and web design, I focus on delivering impactful visuals while collaborating effectively with teams.

KEY SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects Premire Pro, XD) Figma	Typography, Layout Design, Branding, Social Media Design WordPress, Webflow Asana/Project Manegment	Microsoft Office/Google Suite Procreate Collaborative Project Experience Creative Concepting

PROFESSIONAL EXPERIENCE

BizzNEST— Senior Graphic Design Associate   **Aug 2024 - Present**

- Designed marketing collateral and digital content using Adobe Creative Suite.
- Created digital/social media content and photography.
- Collaborated with cross-functional teams to execute creative ideas and ensure brand consistency.
- Managed projects from concept to completion, meeting deadlines and delivering efficient solutions.
- Acted as project lead, supervising three junior designers on client projects.

The Spear Magazine — Lead Graphic Designer   **Aug 2022 - May 2023**

- Designed editorial layouts and social graphics in alignment with modern publication trends and SJSU's student demographic.
- Oversaw brand consistency and collaborated with writers, editors, and photographers to bring stories to life.
- Collaborated with editorial and design teams to meet deadlines and execute creative vision.

PROJECTS

Adobe For Non-Profits   **Mar 2025 - Present**

- Partnered with Adobe's nonprofit program to create instructional videos on Adobe Express, tailoring content for organizations of various sizes.
- Conducted UX research and developed user personas to guide content strategy and address user needs.
- Co-led live training sessions with Adobe's nonprofit partners in San Francisco and San Jose for Adobe Express.
- Created storyboards for multiple training videos, recorded audio, and edited one completed video

Salinas Valley Adult Education Consortium Website Redesign   **Apr 2025 - Present**

- Led a team of three designers, guiding the design process from research and ideation to wireframes, high-fidelity prototypes, and final visual design using Figma.
- Conducted in-person UX research by interviewing and observing students at Salinas Valley Adult School to identify key pain points in navigating the existing site and general web interfaces.
- Turned user interviews into key takeaways and user personas to guide the site's layout, content, and accessibility.
- Managed client communication, feedback loops, and project timelines to keep the redesign on track.

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PROJECTS CONTINUED

Santa Cruz Children's Museum of Discovery Exhibit UI   **Apri 2025 - Present**

- UI Designer for an interactive exhibit, creating the admin interface used by museum staff to operate exhibit functions.
- Designed a clean, accessible UI tailored to non-technical staff for ease of use.
- Collaborated with museum staff to maintain consistency with the museum's existing brand.
- Worked closely with developers to ensure smooth implementation and functionality.

Digital Nest 10 Year Benefit Branding + Collateral   **Jan 2025 - March 2025**

- Project Lead for the design and production of all print assets for Digital NEST's 10th Anniversary Benefit at Levi's Stadium.
- Maintained brand integrity while enhancing the visual experience across signage, programs, event materials, and existing brand guidelines.
- Set the tone for a successful event that raised $800K to support youth access to tech careers.

EDUCATION

Bachelor of Arts in Design Studies, *Cum Laude*   **Aug 2021 - May 2024**
San Jose State University

Associate of Arts in Studio Arts   **Aug 2018 - May 2021**
Hartnell College

ADDITIONAL INFORMATION

- **Languages:** English, Spanish
- **Certifications:** Google AI Essentials