Allan Reyes

Designer and visual director. 20 years across brand, visual identity, marketing and digital product. I take a brief to a visual direction and carry it through to production, from concept to code, with AI as part of my creative process.

SKILL SET & TOOL KIT

Brand and visual direction
Visual identity, campaign and marketing design, photography and video direction, illustration, print (InDesign, Illustrator, Photoshop)

AI and design tools
Figma since its early days, exploring Figma Weave. AI for research, moodboards, color science, design systems and event production

Product and UI
Sketch, Adobe XD, Principle, Framer, Zeplin. HTML5, CSS3, JavaScript. Git, VS Code, IntelliJ IDEA

Photo and video
Lightroom, Final Cut Pro, DaVinci Resolve, Screenflow

EDUCATION

B.S. Computer Science
Lyceum Northwestern University

LANGUAGES

English: C2 Proficient
EF SET 75/100, Reading and Listening. Awarded 18 Feb 2025

View certificate

CONTACT ME

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RECENT WORKS

AirGateway

JUN 2021 – PRESENT

- Full-stack design across brand, marketing and implementation: the company website and campaign materials for conferences and social media, designed and built in code.
- Use AI for research, moodboards, color science and design system work, and to build the company's event stand.
- Defined, designed and built BookingPad, the company's NDC-ready travel agent app.
- Improve user flows on the partner self-serve web app, working directly with the founder and the dev team.

Next-generation travel distribution service offering real-time content from 30+ NDC airlines.

Rock Hero

JUN 2021 – OCT 2024

- Full-stack design across brand, marketing and implementation.
- Helped define the rebranding strategy.
- Used AI in social media marketing campaigns.
- Designed and prototyped the native iOS and Android apps for stores and end users, and built a bespoke back-office web app with the dev team.
- Developed a Figma design component system.

Leading super app for food and product shopping and delivery in Gibraltar.

Ulam Pinoy

OCT 2011 – PRESENT

- Complete visual design, branding, web design, photography, video production, illustration, icon design and copywriting.
- Create and manage social media marketing campaigns across YouTube, Instagram, Facebook and TikTok.

Own food channel and website: 66.4K YouTube subscribers, 11.3M views.

Orbital Ads

OCT 2020 – MAY 2021

- Improved and tested web app user flows; built a Figma component system and a living UI pattern library with the dev team.

Paid search automation software for Google Ads and Microsoft Advertising.

Next Chance Group (TheMotion, Buyviu, AdGoClick)

JUN 2017 – AUG 2019

- Turned a command-line-only API product into a self-serve web app for creating video ads and launching campaigns.
- Designed back-office tools for operations and API integrations, and built a design system with a living UI pattern library, implemented in code.

TheMotion: automatic production of video ads at scale; the first Spanish company to become a Facebook Marketing and Instagram Partner in the Creative Platforms category.

Packlink

MAR 2014 – APR 2017

- Hired as the first product designer. Created the brand and the UI design system.
- Designed and implemented the complete UX/UI for the consumer site (packlink.com) and the business app (Packlink Pro).
- Helped the founders recruit and structure the product team.

Online comparison, booking and management service for shipping.

WebPop

MAR 2010 – OCT 2013

- Creative direction, brand and marketing design, UI/UX design and front-end coding (HTML and CSS).

Cloud CMS and hosting for custom websites; the precursor to Netlify.

Domestika

APR 2008 – OCT 2013

- Complete redesign of domestika.org: prototypes, illustrations, icons and hand-coded front-end HTML and CSS.
- Designed and implemented some of the annual websites for MADinSpain, its yearly global event.

Largest Spanish-speaking community for creative professionals.

MarketGoo

2012

- Complete visual design of the website and app UI, including illustrations, custom icons, screencast demo and photography. Responsive front-end built with Zurb Foundation.

Do-it-yourself online marketing web app for small businesses.