



650 867 1714
Jack@UX-Jack.com
UX-Jack.com

Jack Reis

SKILLS

User Experience · Leadership · User Research & Testing · Mental Models · Whiteboarding
Problem-solving · Visual Design · Interaction Design · Multi-Fi Prototyping · Data Visualization

EDUCATION

BA Philosophy; University of California, San Diego, La Jolla, CA.

INTERESTS

Fluent in Spanish and English. Proficient in German. Pianist, yoga instructor, chef. I ♥ travel.

HONORS & AWARDS

National Merit Scholarship Program Finalist Award
Eagle Scout, Bronze Palm

ORGANIZATIONS

User Experience Professionals Association	2011 - Present
Toastmasters International	2011 - Present
American Institute of Graphic Artists (AIGA)	2011 - Present

WORK EXPERIENCE

SENIOR UX DESIGNER – KAHUNA Apr. 2015 - Aug. 2016

- ✦ Design and prototype dozens of new features and develop an entire UI language in Sketch and SASS
- 🗉 Present product vision and customer feedback to lead successful overhaul of in-product analytics
- 🏠 Lead agile product design process: integrate user metrics, testing and design feedback
- 🔄 Iterate through hundreds of visual component designs and detailed micro-interactions

UX LEAD, LEAD UX DESIGNER – SALESFORCE Aug. 2014 - Nov. 2014

- ✦ Designed wireframes, prototypes and interactive models of new user guides, product and home pages
- 🗉 Interviewed eye-tracking study participants, analyzed findings, composed and presented topline report
- 🏠 Comprehensive evaluation of Salesforce Blog: aggregated data, detailed insights and executive summary
- 🔄 Updated User Guide content architecture and interaction design for Salesforce Chatter: Basic and Admin

LEAD UX DESIGNER – EBAY SOCIAL VENTURES Apr. 2013 - Jul. 2014

- 🏠 Designed new global logo family & led successful brand refresh of eBay for Charity in US, UK and DE
- 🗉 Sketched, designed and built high-fidelity mobile prototype for integration of charity to eBay app
- 🏠 Led ideation, design and prototyping for eBay Sustainable Commerce user research & testing initiatives
- 🔄 Redesigned My Charities, Charity Profile, For Nonprofits & Sellers pages for visual appeal & engagement

UX DESIGNER – TASTINGROOM.COM Aug. 2011 - Dec. 2012

- 🗉 Spearheaded whiteboard brainstorming and feedback sessions with creative and business teams
- 🗉 Imagined, sketched, built and presented functional models of new user interfaces and animations
- 🔄 Designed and built over 50 iterations of interactive prototypes to clarify vision of TastingRoom 2.0
- 🏠 Refined corporate style and branding guidelines, integrating requests from multiple stakeholders

