



REYNA DUCUSIN

Product Designer

CONTACT

- ☎ 408-655-6435
- ✉ rmducusin@gmail.com
- 🌐 reynaducusin.com
- 📌 @rmducusin

EDUCATION

San José State University

Aug 2012 - May 2017

BFA Graphic Design
BA Animation & Illustration

Honors: Cum Laude

Designlab

Nov 2021 - Nov 2022

UX Academy (UI&UX Design)

WORK EXPERIENCE

UX Designer

Frequence | Jan 2023 - present

- Delivered internal tools and customer facing products, including a Report Builder, Type Pairing Library, Video Gallery, and Social Product tool
- Collaborated closely with a product manager and developer to understand project requirements and ensure alignment with business goals
- Led the design process from initial sketches to final implementation, consistently driving high-quality designs that met user needs
- Engaged with users and stakeholders throughout the design process, incorporating feedback and iterating on designs
- Participated in Product/UX Team meetings and design critiques, gaining valuable UI/UX knowledge and insights

Visual Designer

Frequence | Apr 2018 - Dec 2022

- Created and produced over 40 visually impactful billboard designs, demonstrating a strong eye for aesthetics and attention to detail
- Curated a billboard library, organizing and maintaining a collection of design assets for easy access and reuse
- Developed over 50 animated transition frameworks, contributing to the team's resource library and enhancing the overall visual appeal of projects
- Designed more than 20 highly effective acme ads for the company's display ad gallery, utilizing persuasive techniques to drive engagement and conversions
- Established a streamlined Print Size File/Framework System, improving efficiency and consistency in print production processes
- Mentored designers on the Billboard Team and played a key role in training new onboarding designers, sharing expertise and fostering their professional growth

2D/3D Data Imagery Editor

Apple via Apex | Sep 2017 - Apr 2018

- Performed analytical, methodical, and quality assurance tasks, ensuring accuracy and precision in project deliverables
- Proficient in navigating through 2D and 3D environments using relevant software tools
- Proactively identified and documented problems, effectively communicating them to other team members to facilitate prompt resolution
- Successfully handled large datasets, demonstrating strong data management and analysis skills
- Exceptional ability to prioritize competing demands, delivering high-quality work within tight deadlines
- Ability to quickly learn new software and tools, adapting to changing technology landscapes and leveraging them effectively