

Jorge Fernando Reyna

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SKILLS AND QUALIFICATIONS

- Over thirteen years of hands-on experience working in print and interactive design, always striving to cultivate a versatile portfolio of professional work
- Seven years working in leadership roles in a wide variety of companies ranging from start-ups to large corporations
- Team player who actively listens to the needs of the business and consistently delivers premium solutions
- Proven leadership skills that help build consensus before spearheading new successful product directions
- Expert knowledge of Adobe Creative Suite 5
- Knowledge of HTML, CSS, Javascript and Flash for front-end design
- Knowledge of PHP, MySQL and Actionscript for web development
- Fully bilingual in Spanish and English

WORK EXPERIENCE

Fanhattan Holding Company: Fanhattan LLC & Vuze LLC, San Mateo, CA, July 2009 to Present

Senior Designer, User Experience & Visual Design

- Work with the CEO, Product and Marketing heads to chart and successfully execute on a new vision for the company
- Lead the charge in Visual Design, managing contract teams and freelancers at different levels of production
- Spearhead the design of *Fanhattan for iPad*, an application that garnered much praise, including a positive review from Walt Mossberg in the Wall Street Journal, who called it “a beautiful and versatile new iPad app”
- Design user experiences that are both good-looking and functional for all Vuze & Fanhattan products, with special care towards improving traffic, application downloads and user engagement
- Craft the separate brand identities for Vuze & Fanhattan and develop a consistent and distinct visual language for each one
- Work with in-house and off-shore engineers to ensure every product that ships adheres to the visual specifications and that all interactive touch points are crafted in a manner that delights users
- Design the look and the user experience for the company’s two major website properties – the Fanhattan movie & TV show database and the Vuze website
- Design all print and digital marketing collateral for trade shows, conferences and product launches, including directing video motion graphics design and animated digital advertisements

Disney | ABC Cable Networks, Burbank, CA, June 2008 to June 2009

Freelance Senior Designer/Art Director

- Lead and mentor an internal team in the production of design assets for the network
- Design two iterations of the SOAPnet website with an eye towards improving the user experience and increasing metrics such as page views and time spent on site
- Develop new style guides to conform all design assets to the new SOAPnet Digital brand
- Design web banners to promote SOAPnet.com features and new offerings
- Work with Senior Management to determine the best designs to support the network’s goal

Shopit Inc., Brentwood, CA, April 2007 to April 2008

Creative Director

- Manage the Shopit design team
- Create the Shopit brand and establish it in the emerging social commerce web niche
- Conceptualize and design the Shopit website, design user interactions with special consideration to flow and application architecture
- Design the Shopit Flash widgets and manage the team that was outsourced to develop them
- Interact closely with the Shopit development team to ensure the integrity of the final product met the standards set in the composites created by the design team
- Write, design and develop web banners in Flash to promote Shopit in social networking sites
- Write marketing copy for the Shopit website, emails and most other communications with the end user
- My work on the newly launched Shopit helped membership grow from 1,000 members to over 145,000 in 6 months

Work Experience Continued...

CinemaNow, Inc., Marina Del Rey, CA, July 2005 to April 2007

Associate Creative Director

- Assist the Creative Director in developing CinemaNow as a modern and relevant lifestyle brand
- Develop the concept and design the interactive interface for all iterations of the CinemaNow website and various downloadable client-end applications, including the first ever Burn-To-DVD client and a Media Manager Application
- Manage the production workflow of CinemaNow's design department, coordinate deadlines and the timely delivery of graphic assets
- Provide creative and technical direction to members of the design team
- Animate and write actionscript for interactive interfaces in Flash, create web banners, flash sliders and feature showcases to promote new offerings on the CinemaNow website
- Create print collateral to aid the Marketing team in promoting CinemaNow with potential affiliates and partners
- Work with the technical team to ensure the final product is implemented according to the design specification

Apollo Interactive, Culver City, CA, June 2004 to July 2005

Lead Designer

- Lead designer for Apollo's Online Media Group
- Design, develop and deploy web ad campaigns with accompanying micro-sites for Chili's, Jack in the Box, Pardee Homes and Curves, among others
- Coordinate and delegate banner production for other designers

Sony Pictures Integrated Networks, Culver City, CA, February 2004 to June 2004

Production Design Intern

Blair Graphics, Santa Monica, CA, April 2002 to October 2003

Production Designer

New Dream Network, LLC, Huntington Park, CA, June 2000 to September 2001

Website Producer

Guidance Solutions, Inc., Marina Del Rey, CA, August 1999 to August 2000

Website Integrator

PeopleLink, Inc., Santa Monica, CA, July 1998 to August 1999

Website Designer

EDUCATION

Art Institute of California – Los Angeles

Bachelor of Science in Interactive Media Design with Honors, June 2004

PATENTS

Contributed as inventor to the following Fanhattan Pending Design Patents:

- System and Method for Power Browsing of Content (No. 3411.009US1)
- System and Method for Pyramidal Navigation (No. 3411.008US1)
- System and Method for Pivot Navigation of Content (No. 3411.007US1)
- System and Method for Carousel Content Switching (No. 3411.006US1)

AWARDS

Web Marketing Association

- Best Restaurant Rich media Online campaign: Chili's Dining Cards – Holiday Campaign
Role: Designer, Flash Developer
- Best Restaurant Integrated campaign: Jack in the Box – Win Jack's Stuff
Role: Designer, Flash Developer

Art Institute of California - Los Angeles

- Outstanding Achievement, Graduating Class of June 2004
- President's Honor Roll: Fall 2003, Winter 2004
- Best of Quarter: Scholarly Work for Winter 2004
- Dean's List: Spring 2002 and Spring 2004

BRANDS

Worked on campaigns for the following brands via various agencies and freelance work:

Visa, Jack in the Box, Chili's, University of Phoenix, Burger King, DirecTV, Fox, Fox en Español, Sony Pictures

OTHER INTERESTS

- Electronic music DJing and production
- Photography
- Portuguese

URLs

www.fanhattan.com

www.vuze.com

www.soapnet.com

www.shopit.com

www.cinemanow.com

www.ninth-floor.com

Fanhattan for iPad: <http://itunes.apple.com/us/app/fanhattan/id436928538?mt=8>