

REINA PINTO

(678) 557-8176 / ReinaPintoDesign@gmail.com / Reinapinto.com

Education

General Assembly, Atlanta, GA

User Experience Design 10-week course, 2018

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA

Bachelor of Business Administration Marketing, Spring 2015 / Minor of Hospitality Administration, Spring 2015

Overall GPA: 3.5/4.0

-Dean's List, 8 semesters

Experience

Independent Contractor, Atlanta, GA

August 2019 - Present

Senior Product Designer

In my role as a senior contract designer, I have partnered with clients of all stages providing creative consulting and design services. Most recently I lead all design efforts in the creation of a bnpl healthcare mobile application from concept to pilot. My product design experience includes both mobile and web applications. While my focus has been in UX/product design I have also assisted in client branding, marketing, and pitch materials.

- Collaborated with clients to better understand business needs and build on solutions
- Hosted creative briefs that capture the business challenge and build timelines
- Ran effective ideation workshops encouraging collaboration and innovation
- Researched to understand product specifications and user psychology
- Conducted usability testing and document feedback
- Found creative ways to solve UX problems (e.g. usability, findability)
- Created brand guidelines and design systems to ensure consistency in deliverables
- Developed user journeys, wireframes, and interactive prototypes
- Worked closely with dev teams to communicate design ideas and prototypes
- Stayed on top of competitor products and industry trends

Clients included: BuildMemo, Celebrity Slots, FabFitFun, FutureState, Kinship, OneSpring, Space530, 530 Seventh Avenue, SalesSource, Sonar Software, and XR Terra

Boston Consulting Group, Atlanta, GA

October 2016 - August 2019

Senior Designer

- Served as the lead designer and managed teams for multi-million dollar proposals and RFPs
- Designed custom presentations for Fortune 500 companies and world-renowned brands
- Designed various graphics for global projects
- Attended an exclusive worldwide partners meeting designing quick turn requests under pressure
- Translated business language, processes and more into engaging visual stories

- Supported all design decisions with creative, strategic and/or business reasoning
- Pitched creative concepts, mock ups and discuss ideas to internal and external clients
- Executed complex and ambiguous edits with minimal direction
- Lead in redesigning an internal electronic newsletter that is seen by all of the business services team
- Designed several mobile screens for occasional UX requests
- Mentored junior designers

Kolesnik Inc. + Rainmaker Capital, Roswell, GA

August 2015 - October 2016

Graphic Designer and Communications Specialist

Contracted to design marketing materials for various venture backed start-ups, which were used to raise funds and to sell and market the businesses products and services.

- Built pitch decks for seed and series A Funding rounds for multiple companies that went on to receive funding
- Guided crowdsourced logo tournaments, ensuring optimization of designer time and submission quantity and quality
- Designed sales materials, which oftentimes required doing market research in order to ensure that the pitch was honed for each vertical into which the companies were selling
- Hired by various companies to redesign their websites
- Graphic design work for product promotion and branding
- Managing and promoting Amazon seller account for clients

Skills

Software

Figma, Sketch, InVision, Adobe Illustrator CC, Adobe InDesign CC, Adobe Photoshop CC, Adobe XD, MS Office Suite

Other tools & platforms

WordPress, Shopify, Squarespace, Wix, Divi, Miro, Jira, Confluence, Typeform

Other

Basic HTML/CSS