Rocio Reyes

(805) 798-4065 | reyeslrl34@gmail.com | Linkedin | Portfolio

Education

COOP Careers | *Digital Marketing Fellowship* *December 2026*

- Engaged in a 16-week fellowship program, acquiring expertise in visualization using SEO writing, SEM Ads, Twitter Ads, LinkedIn Ads, Programmatic Ad buys alongside continuous professional development
- Completed 200 hours of instruction time with a hands-on mastery of data tools, communication training, networking, and client work with actual companies

California State Northridge | *Bachelor of Art in Communication Design* *May 2022*

- Relevant Coursework: Graphic Design, UX Design, Design Research, Data Visualization, Branding

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Technical Skills & Certifications

- **Certifications:** Google Analytics Professional Certificate (Coursera),
- **Skills:** Adobe Creative Cloud, Figma, Google Suite, excel, Data tools, Typography, Creative Strategy, Bilingual

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Client Projects

Iterate UX Launchpad, | *UX Design Project (Figma)* *August 2025 – September 2025*

- Partnered with a start up business on UX project, with optional mentorship, educational workshops, and a final presentation made with deliverables handover. On a five week project
- Spendifique FinTec company, with research focused on user needs and envisioning sites to be suited for the people they are reaching with the business account for accessibility and user

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Work Experience

Robert Half | *Admin Tech Support Contract* *August 2026 – Present*

- Managing files and organization items needed for a Jr High School administrative support for faculty and staff. General assistants in Interpreted and translating language for another.
- Daily operations speaking with students and paper work needed to support their needs, helping the Dean and other office staff

Graphic Designer | *Freelancer* *May 2023 – March 2026*

- Designed brand identities, logos,visual assets to strengthen client market presence and recognition.
- Collaborated with a small nonprofit to create engaging visual materials that helped connect kids with music
- Design systems to maintain visual consistency

The Donoven Piano room | *Volunteer Graphic Designer (Part-Time)* July 2025 – September 2025

- Redesigning pages of a music book that is both electronic and printable for a wide range of people from kids to adults volunteering time to something that I believe has great importance similar

Our National Conversation | *UX Design Intern* *May 2023 – August 2023*

- Improved visual layout, interaction design, and mobile responsiveness for a news platform, enhancing usability and accessibility across devices. Refined the navigation and content structure of the sister site, TheLatest
- Held with the redesign with the UX design team, discoverability and smoother user flows, and designed four UI components to improve visual hierarchy, typography, and consistency in the design system.

Spotlist Inc. | *UX Design Intern* *May 2023 – September 2023*

- Optimized mobile booking and navigation flows, improving usability test scores and driving stronger feature
- Partnered with engineers and PMs to ensure UX feasibility and alignment with backend architecture.
- Contributed to service booking UI enhancements that streamlined user pathways during beta testing

Intersect LA | *Graphic Designer + Project Lead* *September 2021 – May 2022*

- Directed visual strategy for educational initiatives, including an Afro-Latin heritage book launch.
- Designed a branded brochure for Cal State Northridge's LSAMP program, translating student research into accessible narratives. Collaborated cross-functionally to ensure brand alignment, and visual clarity.