Ramon Reyes

UX Designer | Design Systems, Accessibility, Web & Native

Stockton, CA | (209) 607-6811 | ramon@ramonrey.com | ramonrey.com | linkedin.com/in/ramonrey

SUMMARY

Senior product designer with 12 years across web, native mobile, and brand, most recently the sole UX owner on an enterprise aviation platform. Built its **internal design system** and carried it across web and mobile. Runs the full discover-to-deliver loop: operator interviews, personas and journey maps, prototypes, usability checks, and shipped results. Designs to **WCAG AA**, works daily with engineers in Agile teams, and brings a consumer retail background in designing for trust and low digital confidence.

EXPERIENCE

UI/UX Developer

FuelerLinx | Remote — Feb 2024 - Aug 2026

Sole UX owner for a business-aviation SaaS platform, serving stakeholders and engineering across web, mobile, and the marketing site.

- Built the **internal design system**, a shared component and pattern library reused across web and mobile modules, documented with the team in ClickUp wikis.
- Met with stakeholders and fixed-base operators to map daily workflows, then built **personas and journey maps** with the team to set design priorities.
- Cut average dispatch time 60% by redesigning Trips 2.0 dispatch and fuel workflows around operator feedback.
- Led IA, user flows, and UI for the **native mobile app** (.NET MAUI): six major features in six months, 27+ integrations, 4.4-star App Store rating.
- Raised session length 75% and cut page load about 80% by leading the Website 2.0 redesign and Figma design-system update.
- Built **WCAG AA** checks into design review and components so the team could hold the standard independently.
- Wrote custom UI/UX skills and agents in Claude Code and prototyped components in Claude Design to speed design-to-production.

Senior Graphic Designer

Best Express Foods, Inc. | Hayward, CA — Jan 2019 - Jan 2024

Final creative authority for in-house brands across national retail; directed a 4-person team.

- Took 5 products from concept through launch at Costco, Safeway, Albertsons, and more, owning brand identity, packaging, and art direction.
- Refined packaging and the SKU color system through consumer blind testing on prototypes.

Senior Graphic Designer & Front-End Web Developer

Mustangs Plus | Stockton, CA — Apr 2014 - Dec 2018

Led a 4-person creative team; owned design and front-end for the storefront and digital marketing.

- Grew online sales 60% by rebuilding a legacy X-Cart storefront into a mobile-first platform, with Meta Pixel retargeting and Google Ads.
- Designed to WCAG/ADA principles for an older, less tech-comfortable customer base across site and email.

Freelance UI/UX Designer & Web Developer

Self-Employed | Stockton, CA — 2014 - Present

- Design and build retail and small-business sites end to end, and plan client social campaigns from site analytics.

Earlier Roles

Senior Graphic Designer, Beadles Corp / E.D. Safety Services, Woodbridge, CA (2013 - 2014): mobile app UX for the Memory Tag national launch. **Lead Designer & Front-End Developer**, Rotor-Tech International, Stockton, CA (2004 - 2013): website and trade-show exhibits.

SKILLS

Product design: user research, personas, journey maps, user flows, wireframes, prototyping, information architecture, usability testing, annotations • **Design systems:** component libraries, style guides, documentation, WCAG AA, responsive web and native • **Tools:** Figma (primary), Adobe Creative Suite, Claude Design, Sketch and InVision (prior) • **Collaboration:** Agile, engineering handoff, ClickUp, Git • **Front-end literacy:** HTML5, CSS3/SASS, Blazor, Astro • **AI workflow:** Claude Code, Claude Design, Firefly, Figma Make

EDUCATION

Web Design & Front-End Development Certificate, Bay Area Video Coalition • Coursework toward Associate of Arts, Graphic Design, San Joaquin Delta College