

# Carlos Reyes

## Senior UX / Visual Designer

Montreal QC

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### QUALIFICATION SUMMARY

With over 15 years of experience as a Visual Designer, I specialize in Graphic, UX, and UI design across video games (mobile, console, PC), apps, digital advertising, and web design. My work blends creativity and technology to deliver impactful, user-centered experiences.

In recent years, I've also become an AI design specialist, using tools like Midjourney, Kling, Google Gemini and ChatGPT to develop compelling visuals, animations, and forward-thinking design solutions. This fusion of traditional expertise with AI innovation allows me to craft experiences that are not only engaging but also future-ready.

### KEY SKILLS

Games UX UI

Digital Advertising

Apps UX UI

Web Design and CMS

VR UX UI

Illustration

Web Apps UX UI

**AI Animation/Art**

Interaction Design

Motion Design

## **RELEVANT PROFESSIONAL EXPERIENCE ON VIDEO GAMES**

### **++UI Artist**

February 2021 – June 2021

**<https://www.bkomstudios.com/>**

Remote

BKOM is a Canadian Video game studio based in Quebec city Quebec.

**Experience:**

- Optimized visual assets and integrated UI in Unity using advanced techniques.
- Worked closely with engineers to streamline UI integration and ensure seamless functionality.
- Identified UX issues early and provided effective solutions to enhance user experience.
- Supported team projects, assisting with UI integration as needed.

**Games:**

- Sunday Gold (PC)

**++UX/UI Designer (VR)**

August 2020 – January 2021

<https://signalspacelab.com/>

Montreal

Signal Space Lab (SSL) is an award-winning independent studio specializing in games, XR experiences, and production.

**Experience:**

At Signal Space, a leading VR/AR game studio, I worked as a UX/UI Designer on an upcoming VR film. Immersing myself in the VR environment, I identified key UX challenges and applied insights to enhance the user experience.

- Designed VR experiences with a focus on user capabilities and system limitations.
- Developed comprehensive documentation outlining best practices for VR UX, fostering empathy with end-users and enabling effective collaboration within the team.
- Created high-quality content, including animations, assets, and UI elements, for implementation in Unity.

## **++ UI artist**

March 2016 – June 2018

**[www.zynga.com](http://www.zynga.com)**

(Remote)

### **Experience:**

- Participated in every stage of the design process as a key member of the design team at Words with Friends
- Developed and refined conceptual designs
- Created visually stunning interfaces
- Tested user interactions and produced art assets
- Collaborated closely with product management and engineering teams to ensure effective execution and implementation of design concepts
- Provided support to the Zynga Poker team with a focus on UI design

- Developed a deep understanding of the importance of collaboration and user-centered design
- Utilized design processes and tools to create successful products

### **Games:**

- Words with Friends (Mobile)
- **Zynga Poker (Mobile)**

### **++ UI Artist**

November 2012 – October 2013

**[www.Hibernum.com](http://www.Hibernum.com)**

(Contract)

## **Experience:**

- Developed UI animation prototypes and created screen flows to enhance the user experience.
- Designed high-quality assets for HUD elements while maintaining consistency in art style.
- Utilized in-house tools and provided feedback to improve their functionality.
- Demonstrated excellent time management skills, followed schedules, and met deadlines consistently.

## **Games:**

- *Might & Magic: Clash of Heroes* (PC/Console port of the acclaimed DS game)
- *Frozen Free Fall: Snowball Fight* (a console game based on the *Frozen* franchise)
- *Adventure Time: Pirates of the Enchiridion*

## **++UI Artist**

December 2011 – September 2012

**[www.bhvr.com/](http://www.bhvr.com/)**  
(Contract)

## **Experience:**

- Support the Client Programmers in the implementation of the UIs.
- Ensure that the interaction with the UI was a rewarding experience for the player.

- Constantly review, revisit, iterate and polish the UI with feedback from metrics and users.
- Assist and help Junior UI designers.

### **Games:**

- 6Waves / BBC, "Antiques Hunter"
- EA "Word Smack" (HTML5)

## **++UI Artist**

June 2011 – December 2012

**www.ubisoft.com**

(Contract)

Experience:

As a UI Designer, I collaborated with the Lead Game Artist to establish the visual style for game interfaces. This involved creating mock-ups and iterating on the design until it was polished and ready for implementation. I was responsible for testing and integrating various game assets such as iconography, menus, navigation screens, mini maps, and quick flash prototypes to ensure a cohesive and seamless user experience.

### **Games:**

- Farcry3

## **++UI Artist**

August 2008 – January 2010

**www.hb-studios.com**

Halifax NS

### **Experience:**

- Collaborated with other artists: Worked with a team of artists to understand functionality and art direction specifications, ensuring that work supported the overall game design and art direction.
- Designed intuitive user interfaces: Organized the user interface in an intuitive way to improve the user experience and support the overall game design.
- Supported branding requirements: Demonstrated an understanding of branding requirements and supported them through work, ensuring consistency and brand alignment throughout the game.
- Collaborated with programmers: Worked with programmers to implement the front end and create solutions for obstacles, ensuring that the game meets technical requirements and functions as intended.
- Managed budgetary needs: Understood the budgetary needs and outcomes within the scope of the project, ensuring that work was completed within budget and met financial goals.
- Ensured compliance with TRC: Worked with QA to ensure compliance with TRC (Technical Requirement Checklist), ensuring that the game met technical specifications and performed as intended.
- Proactively identified potential problems: Proactively recognized potential problems and worked with Head GA's to limit the risk, ensuring that potential issues were addressed before they became significant problems.
- Troubleshoot and sought solutions: Troubleshoot issues as they arose, seeking solutions to problems and ensuring that the game was delivered on time and within budget.
- Participated in scrum meetings: Participated in scrum meetings to update team members on progress and identify potential issues, ensuring that the project was completed on time and met client expectations.

**Games:**

- EA / FIFA10 (PSP)
- EA / Need for Speed Nitro (Wii)