Julian Reyes

PRODUCT DESIGNER · SAN FRANCISCO

I am a product designer who likes the slow part of the work: sitting with the people who use a tool every day, watching where they hesitate, then removing whatever caused it. Ten years across fintech, logistics and public-sector software. I write, prototype and ship.



CONTACT

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SKILLS

Figma	Expert
Framer	Expert
Illustrator	Advanced
Webflow	Working

EXPERIENCE

2021–25 — Principal Designer · Lumen Digital
Led design for the payments platform through two rebuilds and a regulatory migration, and hired the four designers who now run it.

2019–21 — Senior Product Designer · Foxglove Studio
Hospital and transit systems, where an interface has to survive being used badly at three in the morning.

2017–19 — Product Designer · Arcadia Labs
Took onboarding from eleven screens to four, then watched activation climb for six straight quarters.

2015–17 — Interface Designer · Bright Harbor
Dashboards for freight operators, and the lesson that density is a feature when your users are professionals.

2013–15 — Junior Designer · Tessellate Co.
Marketing sites and brand systems, mostly for people who had never commissioned design before.

EDUCATION

MA Interaction Design
Westbrook Institute · 2016–18
Thesis on error recovery in high-stakes interfaces; taught first-year prototyping for two terms.

BSc Human Factors
Calder State University · 2014–16
Cognitive psychology and statistics, with a minor in industrial design.

Diploma, Visual Design
Ardmore Polytechnic · 2012–14
Typography, color and print production, still the base of everything on screen.

> I would rather cut a feature than decorate a confusing one.