

# Reysol Grant

UX/UI Designer | Product Designer



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## Summary

As a UX/UI designer and Multimedia Artist, I thrive on turning ideas into reality through critical thinking and collaboration.

## Skills

### Design

Agile  
Animation  
Branding Design  
Design Research  
Graphic Design  
Illustration  
Interaction Design  
Mobile Design  
Product Design  
System Design  
UI Design

### Software

3D Studio Max  
Adobe XD  
Balsamiq  
Elementor  
Figma  
Illustrator  
In Design  
InVision  
Miro  
Photoshop  
Unbounce

### UX Skills

Competitive Analysis  
Content Auditing  
Information Architecture  
Prototyping  
Storytelling  
Usability Testing  
User Personas  
User Research  
User Testing  
Wireframing

## Languages

English  
Spanish

## Experience

### Next Level SEM – Senior UX/UI Designer

Miami, FL | March 2021 – June 2024

- Successfully worked with multiple development teams to bring clients' visions to life while maintaining design standards and enhancing user experience.
- Designed and developed websites, apps and digital products for healthcare, legal, music, and e-commerce clients, leading rebranding efforts and user experience redesigns in collaboration with stakeholders.

### Hemisphere Worldwide Inc. – Lead Designer

Doral, FL | June 2006– March 2021

- Developed online marketing ad campaigns for new products, research industry trends, and evaluate competitive products.
- Designed products and packaging for flagship brands, creating artistic visuals within technical constraints.
- Mentored junior artists to enhance their creative design and processes.

### Envision This! – Art Director

Miami Beach, FL | January 2002 – March 2018

- Worked with licenses such as Disney, Martha Stewart, and Ninja Turtles, designing products and packaging for major retailers like Home Depot, Lowes, and Walgreens.
- Conceptualize and designed home decor products, including holiday ornaments, dinnerware, lighting, furnishings, and grills.

### Jazwares Inc– Designer and 3D Modeler & Animator

Sunrise, FL | January 2001 – June 2005

- Worked with licenses such as Capcom's Megaman and Mortal Kombat to design model kits and action figures.
- Designed award-winning Scholastic children's science project covers and characters.
- Created storyboards, 3D models, animations, and visual effects for various toy lines and concepts, successfully achieving design objectives.

## Education

### Career Foundry – Certification

UX Design, UI Design, VUI Design | 2018

I specialize in data-driven UX methodology, with hands-on training in user research, user journeys, information architecture, wireframing, prototyping, and conversion rate optimization. I have also expanded my UI/UX design skills through additional courses at Career Foundry, including UI for UX Designers and Voice User Interface Design with Amazon Alexa.

### Art Institute of Fort Lauderdale – Bachelor's Degree

Media Art and Animation, Design and Applied Arts | 2001