

Ulises Reyes-Kaura

Product Designer

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Skills

AI development, AI prototyping, UX design, UX research, Team management, Front-end development, Graphic design

Languages: English (fluent), Spanish (fluent)

Experience

Google / Interaction Designer

Feb 2019 - Present, Philadelphia PA (Remote)

- Designer for the Measurement team, overseeing Conversion related features on Google Ads and Google Marketing Platform products
- Co-lead multiple User Experience initiatives for Google Ads, Campaign Manager 360, and internal Google Tools
- Designer for the Revenue Intelligence team, designing features for internal Google products that leveraged AI for revenue uplift

UPenn / Instructor

Feb 2024 - Present, Philadelphia PA

- Instructor for IPD5720: Design Thinking and Making; responsible for teaching students through design thinking methodologies to create functional products.

Notarize (now Proof) / Lead Product Designer

Aug 2017 - Jan 2019, Boston MA

- First in-house UX design hire in the company's history
- Led design for mortgage notarization and compliance tools responsible for attaining \$36MM in venture funding
- Hired 4 UX designers to form the company's first UX team
- Established a product design guide for products and promotional materials

AdHawk (now Broadlume) / Head of Design

Jun 2015 - Jul 2017, New York NY

- Founding team member and design lead
- Developed the visual identity of AdHawk's iPhone, Android, and Web interfaces.
- Created UX research framework for user testing
- Designed all promotional materials
- Led design through initial acceptance to the TechStars program and \$2M seed round of fundraising

Smarking (now JustPark) / UX/UI Lead

Sep 2014 - May 2015, Mountain View CA

- Founding team member and design lead
- Accepted in the Y-Combinator Winter 2015 cohort
- Oversaw UI design of both consumer and business facing sides of the product
- Redesigned brand identity
- Designed all pitch decks and promotional materials that led to \$3M Seed round

MIT / Research Assistant

May 2013 - Sep 2013, Cambridge, MA

- Worked under the direction of professor Lawrence Sass on the design of digitally fabricated "Press-Fit" Homes
- Consulted with professors from Singapore University of Technology + Design in order to design software that automates the modeling of "Press-Fit" homes

Oppenheim Architecture + Design / Designer

Jul 2010 - Jul 2011, Miami FL

- Worked as a designer for the following competition winning projects:
 - Hyatt Regency: Chicago, IL, USA
 - Net Metropolis: Manila, Philippines (Under Construction)
 - Wadi Rum Desert Resort: Wadi Rum, Jordan
 - Williamsburgh Hotel: Brooklyn, New York, USA

Monad Studio / Graphic Designer

Jul 2010 - Jul 2011, Miami FL

- Designer and Editor of "Pulsation in Architecture" (J. Ross Publishing, 2011)
- Worked directly with the author, Eric Goldemberg on the aesthetic and artistic goals of the publication.
- Reached out to 20+ architecture offices to collect work samples featured in the book.
- Designed page layouts and supervised interns; distributed layout assignments and recorded progress to Eric Goldemberg
- Produced designs and visualizations for the following magazine features and exhibitions:
 - Digital Nouveau 1910-2010 Wolfsonian Museum, 2011
 - Lincoln Road: Envisioning Infrastructure (eVolo Summer 2010)

Education

Massachusetts Institute of Technology / Master of Architecture (M.Arch)

2011 - 2015

- 3.5 year program
- Urban Design Certificate Recipient
- Council of the Arts at MIT Grant Recipient - 2013
- Architectural Student Council president - 2013

Florida International University / Bachelor of Arts in Architecture

2006 - 2010

- 4 year, non-professional degree program
- Presidential Scholarship Recipient