

# Gregory Reyes

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[www.gregoryreyes.com](http://www.gregoryreyes.com)

## Creative, Digital, and UX Director for Training Solutions

Over 20 years experience as a designer and leader from advertising, to digital media, to instructional design and training, and to architecture. Extensive experience in the creative design process applied to business development objectives and strategic corporate goals. Long history as a creative lead, building and managing large or small teams on high visibility projects, or developing entire new digital product solutions with innovative UX thinking.

## Expertise

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- Accurately analyzing client situation, defining scope and decisively crafting actionable custom solutions
- Consistently develop marketing strategies and holistic corporate vision for attacking business opportunities
- Ability to adapt to fluid and high stress environments and apply direction across multiple stakeholders
- Creative problem solver and change agent specialist as a metacognitive and MENSA member
- Internal team direction and leading external client presentations for new initiatives or ongoing project reviews
- Proposal and resource requirement analysis for project estimates including analysis for measuring project effectiveness
- Actively study and employ evolving trends and methodologies for development of future product concepts
- Extensive experience integrating mobile devices into design programs and project production models
- Robust history designing web-based media featuring e-commerce, UX/UI principles and interactive sites
- Comprehensive knowledge and experience with entire Adobe Creative Suite of software and development tools
- Adapting to non-standard development parameters or technical requirements by relying on core design principles
- Motivating teams and clients with charismatic confidence and precise conceptualization and communication

## Experience

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### A. Harold+Associates — Jacksonville, FL [2010–present]

Creative Director 2011-present

Project Manager 2010-2011

### Selected Accomplishments

- Conceived, designed, and oversaw development of National digital training systems for the Centers for Medicare and Medicaid Services. The web-based, on demand library and portal for relating unique resources and courseware success led to a request to increase the scope applying the same solution to the full Centers for Medicare and Medicaid's entire digital Survey and Certification Group's training program, integrating their existing IT systems with a product branded user experience model.
- Conducted assessment and proposed solutions for establishing comprehensive eLearning system for the entire Federal Highway Administration. As a consultant, evaluated customer needs, IT requirements, and future Courseware development standards for designing new eLearning environment for the organization. Focus on integrating existing material into new design standards and interface for re-purposing vast library of content.
- Designed and produced global briefing system for the Economic Crimes Division of the Navy Criminal Investigative Service. Developed agent led briefing materials integrated with audience response system and stand alone web version for self paced training. Project incorporated demographically customized content, animation, video production, and printed supporting marketing collateral.
- Managed assessment and test bed program for upgrades to the digital media curriculum, classrooms, and technology used for the 5000 students of the 82nd Training Wing based at Sheppard Air Force Base. Developed course content used in comparison testing to reveal effectiveness of integrating mobile devices to supplement the technological upgrades to the classroom environment.
- Oversaw the development of the web-based training for the US Navy's Surface Warfare Officer School's new Littoral Combat Ship curriculum. Managed digital production teams for new content development and conversion of applicable existing content.
- Designed and developed a web-based delivery system for training resources and national e-mail marketing campaign used by the Centers for Medicare and Medicaid Services to keep the over national users informed of the status and necessary actions.
- Developed Graphical design standards for interface and usability for Kuwaiti Air Force F/A-18 Pilot training program used in successful proposal capabilities demonstration. Planned production model for multiple continent development teams using Adobe products.

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## LSI — Jacksonville, FL [2004-2009]

Training Analyst, Courseware Developer, Subject Matter Expert

- Designed and coded interactive web-based training and simulation media for the V-22/CV-22 Pilot Training Program. Extensive coordination with experimental test pilots and Naval Test Pilot School engineers (PAX River) to create a new aerodynamics interactive digital manual covering the unique characteristics of the tilt-rotor airframe. Conducted the simulator testing for verification of flight training practices used as project course content in interactive digital and written formats.

## Jacksonville University — Jacksonville, FL [2003-2004]

Adjunct Professor

- Designed and taught series of courses for the College of Fine Art focusing on the role of the computer and software in the digital design process. Stressed concepts and curriculum necessary for students to be effective in the commercial design environment.

## Graphite Design Group — Colorado Springs, CO [1998-2003]

Creative Director, Owner

- Founded multi-disciplined design studio, growing to a seven person staff, primarily focused on digital brand development and advertising for web, new media, and e-commerce projects. Planned, designed and executed marketing concepts with clients and partner agency Jack Morton Worldwide. Notable clients; Motorola, Amgen, PeopleSoft, Home Decorators and Knight's Limited.

## US Army — Global [1990-2000]

Attack Helicopter Pilot - CW3, US Army (ret)

- Qualified for flight training program as civilian based on testing and interviews. Attended Warrant Officer Candidate School and Rotary Wing Aviator Course [1990-1991] graduating first in class. Advanced military training and experience as instructor for Command and Control, Tactics and Doctrine Development, Electronic Warfare, Aviation Crew Coordination, all in conjunction with world-wide deployments.

## Abram-Ross Co. — Cleveland, OH [1988-1990]

Art Director, illustrator, Digital Design Pioneer

- Worked first Macintosh based digital design workflow with digital to print processes.
- Art Directed several national accounts: Behr - entire line of stain products; Interstate McBee - marine and aviation battery product lines; Battelle - agri-business product lines.

## Skidmore, Owings + Merrill — Houston TX [1985-1987]

Designer, Illustrator, Typographer

- Hired as full time designer based on performance following internship during junior year of design program at the University of Cincinnati. Worked as visual designer integrated into teams composed of architects, engineers, graphic designers, and interior designers. Firm's philosophy focused on cross skill collaboration to create innovative and unique solutions to large scale architectural projects. Notable client project relationships with Texas Commerce Bank, Trammel Crow, Shell Oil, University of Texas, Milwaukee Theatre District, Interfirst Bank, and the government of Saudi Arabia.

## Education

### University of Akron - [1988-1989]

College of Art – BFA

### University of Cincinnati - [1983-1985]

College of Design, Art, and Architecture

## Portfolio



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Biographical, history, and portfolio info  
(Review of development processes and examples  
available for presentation on request)