

Jason Reyes

Hybrid Designer • Front-End Developer | Oceanside, CA

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Summary

Hybrid designer and front-end developer blending UI/UX design with clean, performance-minded code. I create lightweight, accessible websites that load fast, rank well, and feel intuitive to use. Skilled in HTML, CSS/LESS, JavaScript, and modern API integrations (RESTful, JSON, Stripe, PayPal), I bridge the gap between design vision and technical execution. Known for collaborative problem-solving and delivering solutions that look sharp and work reliably.

Skills

- UI/UX & Visual: Wire-framing, prototyping, branding, layout design, accessibility (WCAG), typography; experienced in creating user-centered, visually consistent interfaces.
- Front-End Development: HTML, CSS/LESS, JavaScript; responsive design, SEO optimization, and performance tuning; API integrations including Stripe, PayPal, RESTful, and JSON.
- Platforms & E-Commerce: WordPress, Shopify, BigCommerce, Magento; secure payment integrations (Stripe, PayPal, Braintree) and scalable site builds.
- Creative & 3D Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma; 3D modeling and rendering with Fusion 360, Shapr3D, Blender; multimedia production with Premiere Pro and After Effects.
- Operations & Optimization: IT troubleshooting, system administration, server deployment/maintenance; analytics-driven A/B testing, surveys, and workflow efficiency improvements.
- Collaboration & Leadership: Team training, cross-functional coordination, problem-solving, and rapid learning in fast-paced project environments.

Experience

LostMiracle Digital Media & Design — Oceanside, CA

Owner | January 2012 – Present

- Designed and developed custom websites with a focus on usability, SEO performance, and accessibility (WCAG).
- Implemented e-commerce solutions with secure API integrations (Stripe, PayPal, Braintree), streamlining checkout and fulfillment.

- Built reusable front-end components to accelerate development and maintain consistency across multiple projects.
- Optimized sites for performance and search visibility, improving page speed and organic traffic for small business clients.
- Conducted market and competitor research to guide content, branding, and positioning strategies.
- Created logos, marketing assets, and promotional content to strengthen branding and visibility.
- Delivered client training on site management and digital tools, enabling long-term independence and reducing support needs.
- Collaborated with cross-functional teams and stakeholders, refining features through feedback and iterative cycles.
- Established lasting client relationships, leading to repeat projects and referrals (clients include Soulcraft Boarding, Elite-PHCS, Monument Security, Asahi Services).

Firmiana Fashion Inc. — Murrieta, CA

Senior Design Manager & System Administrator | September 2017 – November 2023

- Designed and developed e-commerce channels (Shopify, BigCommerce, Magento, Zulily), delivering intuitive UX/UI and digital assets that supported consistent online growth.
- Implemented WCAG 2.1 accessibility standards across front-end builds, ensuring ADA compliance and improving inclusivity.
- Created and refined digital textile patterns and composited model imagery for product listings, improving production speed, accuracy, and customer presentation.
- Built and maintained reliable e-commerce systems and front-end platforms, enabling remote work continuity and uninterrupted operations during COVID-19.
- Optimized workflows through design tooling and automation, reducing departmental task times by 30%+.
- Applied analytics and A/B testing to refine user experience, increasing conversion rates.
- Led and mentored designers in Photoshop, Illustrator, and front-end best practices, raising design quality and team efficiency.

Education

Associate's Degree — Social and Behavioral Sciences | Sierra College, Rocklin, CA | July 2012