



RUBÉN REYES

MID DIGITAL DESIGNER

WEB · UX/UI · E-COMMERCE · BRANDING

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Portfolio: <https://rubenreyes.es/>

PROFILE

I am a multidisciplinary designer with 10+ years of experience across graphic and digital design, fashion and retail. I combine visual judgement, UX/UI and commercial thinking to build coherent identities, websites and e-commerce experiences.

EDUCATION

Master's degree in UX/UI

Trazos | 2020-2021

Master's degree in Graphic Design

Universidad Católica de Ávila 2019-2020

Degree in Fashion Design

Universidad Nebrija / IADE | 2009- 2012

TOOLS

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Shopify

WordPress / Elementor

HTML / CSS

LANGUAGES

Spanish · Native

Basque · Native / bilingual

English · B2

EXPERTISE

Shopify and e-commerce

Brand identity

Art direction

Fashion and retail

Visual merchandising

PROFESSIONAL EXPERIENCE

BEESKNEES studio — Freelance

Multidisciplinary Designer

Current

Lead branding, web design, UX/UI, Shopify and digital communication for independent businesses. Manage projects from briefing and creative direction through launch and optimisation.

Bardāre Agency

Designer · UX/UI Design Lead

Mar 2025 - Sep 2026

Led UX/UI design across simultaneous client projects. Designed corporate websites and e-commerce experiences, using research and testing to reduce friction. For Heimvorteil, developed digital, campaign and in-store communication.

Red Uncle

UX/UI Designer · Shopify & E-commerce

Apr 2022 - Mar 2023

Designed Shopify stores across sectors, including new builds, migrations and usability improvements.

BESTMELAB

UX/UI & Graphic Designer

Nov 2021 - Apr 2022

Created interfaces, prototypes, brand identity, packaging and campaign assets.

Wuolah

UX/UI Designer

Apr 2021 - Nov 2021

Produced wireframes, landing pages, interaction design and digital advertising with a focus on usability.