Karlo Reyes.

reyes.karlo@gmail.com | +01.206.579.3702 | Woodinville, WA

portfolio: karloreyes.com
linkedin: linkedin.com/in/karlo-reyes

EDUCATION

University of Washington
BFA, Visual Communications

CORE DISCIPLINES

- Creative Direction
- Product Design
- Interaction Design
- UX / UI
- Visual Design
- Graphic Design
- Human-Centered Design
- Information Architecture
- Design Systems
- Systems Thinking
- AI Product Design
- Conversational UX
- Multimodal Interaction
- Human-AI Interaction
- Accessibility (WCAG)

EXPERIENCE

Creative Director, Search, Discovery & Personalization
Xbox / Microsoft | Jul 2026 - Present

Lead Search design across current and next-gen Xbox platforms, and design architecture for Discovery & Personalization.

Creative Director, AI Product Design & Experiences
Xbox / Microsoft | Feb 2025 - Jun 2026

Led product design and strategy across AI, Discovery & Personalization, Family and Support.

Built Xbox's AI design team from the ground up across chat, voice, multimodal and 0-to-1 experiences.

Led a lean team from concept to four shipped AI products in nine months, while remaining hands-on across product design and prototyping.

Senior Design Lead, Xbox Trust & Support
Xbox / Microsoft | Jan 2020 - Feb 2025

Built and led a multidisciplinary design team across Safety, Privacy, Family, Support and AI, shaping product strategy and UX as a member of the Xbox Design Leadership Team.

Senior Designer, Xbox Customer Experiences
Xbox / Microsoft | Feb 2017 - Jan 2020

Drove UX and visual design for Xbox Assist and support.xbox.com across console, web and mobile, from concept through launch.

Interaction Designer 2, Xbox Programming
Xbox / Microsoft | Jul 2013 - Feb 2017

Contributed to global Xbox platform launches and led special projects, media experiences, Xbox Live Gold subscription design and LATAM design.

Interaction Designer 2, Xbox Live
Xbox / Microsoft | Jun 2011 - Jul 2013

Drove high-visibility Xbox campaigns across console, web and mobile.

Co-Founder / Creative Director
Jeepney | 2004 - 2011

Co-founded and grew Jeepney into a multimillion-dollar apparel brand later acquired by a larger company.

Led brand, product and marketing with retail distribution through Urban Outfitters, Zumiez and Karmaloop, plus partnerships with MTV, Kanye West and Black Eyed Peas.

RESEARCH, STRATEGY & DATA

- Product Strategy
- User Research
- Usability Testing
- Journey Mapping
- Competitive Analysis
- A/B Testing
- Data Analysis
- Metrics & Experimentation

TOOLS

- Figma
- Paper
- Adobe
- VS Code
- GitHub
- CLI
- AI Prototyping Tools

PATENTS

- Systems and methods for presenting visual content
- Two-way interactive streaming media