

Karlo Reyes

Creative Director, AI Product Design & Experiences

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Design leader with 15+ years at Microsoft/Xbox, building teams and 0-to-1 products across AI, platform, support, family, and trust. Leads multidisciplinary teams from strategy through launch and can step in as a hands-on IC when the work demands it.

EXPERIENCE

Microsoft / Xbox

Creative Director, AI Product Design & Experiences

2025 - PRESENT

- Built the Xbox AI design team from the ground up, defining 0-to-1 experiences across chat, voice, and multimodal interaction.
- Shipped four products in nine months with a small team, shaping product direction from concept through launch.
- Led AI, Family, and Support design. Established AI-assisted workflows across strategy, prototyping, systems, and implementation.

Senior Design Lead (UX / Product)

2020 - 2025

- Built and led a multidisciplinary team across Support, Family, Safety, and Privacy. Served on the Xbox Design Leadership Team.
- Directed Xbox Assist, support.xbox.com, and cross-platform support experiences. Design changes reduced enforcement appeals 50-70% in three months.

Senior Designer (UX / Visual)

2017 - 2020

- Led UX and visual design for Xbox Assist and support.xbox.com across console, web, and mobile. Managed and art directed a multidisciplinary design team.

Interaction Designer / Interaction Designer II

2011 - 2017

- Designed global Xbox 360 and Xbox One platform, subscription, and media experiences. Led Xbox Live Gold subscription and LATAM design.

Jeepney / International News Corp.

Co-Founder / Creative Director

2004 - 2011

- Co-founded and grew Jeepney into a multimillion-dollar apparel business later acquired. Led brand, creative direction, product vision, and marketing.
- Expanded distribution through Urban Outfitters and Zumiez and built creative partnerships with MTV and major artists.

Kalacreative LLC

Creative Director / Principal

2003 - 2006

- Led graphic, identity, and web design for client projects.

EDUCATION

University of Washington - BFA, Visual Communications (Graphic Design)

EXPERTISE

CORE DISCIPLINES	Creative direction, product design, interaction design, visual design, systems thinking, information architecture, design systems, accessibility (WCAG)
RESEARCH & STRATEGY	Usability testing, user interviews, A/B testing, data analysis
DESIGN TOOLS	Figma, Paper, Adobe, VS Code, CLI

PATENTS

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