

## Maria Jose Reyes

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Experienced **UX/UI Developer and Engineer** with 6+ years of experience in **React** and **React Native**. Proven ability to translate user needs and business goals into intuitive, engaging, and responsive user interfaces. Specialize in **Human-Computer Interaction (HCI)** and creating user-centered mobile and web applications with attention to **accessibility**, UI coding standards, and best practices. Publish apps to both the **Apple App Store** and **Google Play Store**. Fluent in **English and Spanish**, with hands-on **localization** experience in both languages. Collaborate with **designers, backend developers, and scientists** to integrate domain-specific requirements and deliver high-quality solutions that meet user needs and exceed expectations. Earned the CES 2020 Innovation Award.

### SKILLS

- **UI/UX Design:** User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems, Accessibility (a11y, WCAG, ARIA), Localization (i18n, l10n), Lighthouse
- **Front-End & Mobile Development:** React, React Native (Expo & Bare Workflow), Next.js, TypeScript, JavaScript, HTML, HTML5, CSS, styled-components, Tailwind CSS, Bulma, AgGrid, Code Effects Rule Engine
- **State Management & Data Handling:** Redux, Redux Toolkit, React Context, SQLite, Local Storage
- **Testing & Monitoring:** Jest, Bugsnag, React Testing Library, React Native Testing Library
- **API & Protocol Integration:** RESTful APIs (RTK Query, Axios, fetch, Postman), GraphQL (Apollo Client, Banana Cake Pop), MQTT, Swagger
- **Native & Embedded Development:** Java (Android), C++ (*Arduino – past experience*), C# (*Unity – past experience*), React Native Bridge
- **Design & Creative Tools:** Figma, Adobe XD, Processing (Java – *past experience*), Photoshop, Illustrator, InDesign, Fusion 360, Premiere Pro, Axure RP
- **Collaboration & Workflow:** Agile Scrum, Git, GitHub, Github Actions, Vercel, Azure DevOps (CI/CD pipelines), Jira, Miro, Microsoft Teams, Notion
- **Languages:** Spanish (Native), English (Fluent), Korean (Basic–Intermediate)

### EXPERIENCE

#### Project-Based UX/UI Designer & Front-End Developer

*August 2024 - March 2025*

*Sherpa Space Inc. – Daejeon, South Korea | Smart Agriculture Company | Remote*

- Led **end-to-end design and development** of a **farm monitoring app** using **React Native**, enabling real-time environmental data tracking and irrigation control, with an optional **AI-based** irrigation feature for automated decision-making.
- Designed intuitive UI/UX flows in Figma based on team-provided insights from field testing with farmers in Uganda, ensuring the app was user-friendly for managing complex farming tasks.
- Collaborated cross-functionally with **scientists, engineers, and developers** to integrate scientific research, feature requirements, and technical specifications into the app, ensuring usability across technical skill levels.
- Integrated **machine learning-based plant health detection** using photos taken by users, providing instant diagnosis and treatment suggestions to enhance decision-making.
- Collaborated with back-end teams to integrate **MQTT** and **RESTful API** (via **Axios**), for seamless real-time data updates and communication between devices and the app.
- Implemented **state management** using **Redux, Redux Toolkit, React Hooks** and local storage to ensure robust functionality and efficient data handling.
- Began **R&D phase** with **pilot deployment in two farms in Uganda** and **planned regional expansion into 10-20 farms in North Africa**.
- **Being demoed at GITEX Africa 2025**, showcasing the app's potential impact in agriculture in the region.

#### UX/UI Engineer

*January 2023 – August 2024*

*Timerack – Raleigh, North Carolina | Time and Attendance Tracking Software Company | Remote*

- Took full ownership of **software implementation** and **front-end development**, building **software interfaces** using **React** and **React Native** for a **time and attendance system** serving over **40,000 users**.
- Integrated **hardware features**—including fingerprint scanning, facial recognition, and NFC/RFID card reading—via **React Native Bridge** and Android native code.
- Led front-end development of a web-based application for a next-generation applicant tracking system (ATS), HR, and timesheet tracking platform demo version, integrating primary human capital functions for streamlined measurement and reporting.
- Implemented **SQLite, Redux, Redux Toolkit, and React Hooks** for efficient **state management**, local storage, and offline support.
- Built **real-time communication** features with **MQTT**, improving sync and responsiveness across devices.

- Integrated **GraphQL** (via **Apollo Client**) and **RESTful APIs** (via **RTK Query**), using **Banana Cake Pop** and **Swagger UI** to test, explore, and validate endpoints, enabling seamless front-end/backend collaboration.
- Created wireframes, mock-ups, and high-fidelity prototypes in **Figma**, ensuring intuitive and consistent **UI/UX** across platforms.
- **Collaborated closely with the sales team** to enhance the customer experience and ensure product features aligned with customer needs and expectations.
- Improved app performance and stability with **unit testing (Jest)**, **real-time error tracking (Bugsnap)**, and optimizations like **lazy loading** and **code splitting**, resulting in a **30% improvement in responsiveness**.
- Maintained **secure, high-quality code**, followed best practices, and ensured **English-Spanish localization (i18n, l10n)** with support for **global time zones**, enhancing accessibility and user experience.
- Managed **version control and deployment** using **Azure DevOps**, shipping seamless updates to the **Apple App Store** and **Google Play Store**.
- Worked in a **cross-functional Agile Scrum team**, applying **Lean principles** and **story mapping** to prioritize user needs, reduce waste, and deliver value through iterative development.

### Product Designer & Front-End Developer

January 2019 - January 2023

*Sherpa Space Inc. – Daejeon, South Korea | Smart Agriculture Company | Remote*

- **Designed end-to-end user experience** for web-based interfaces, mobile applications, and products —creating **user journeys**, user flows, mock-ups, wireframes, and prototypes using Figma, Axure RP and Adobe XD.
- Utilized **storyboarding** techniques to visualize user interactions and map out the flow of experiences, ensuring intuitive and engaging designs.
- **Developed** and implemented front-end features using **React**, **React Native**, and **Processing (Java)**, translating design prototypes into responsive, high-performance applications.
- **Designed** and built interactive **dashboards for internal use**, providing teams with real-time insights and control panels; ensured consistency and usability across platforms by adhering to standard design guidelines.
- Worked on the product development of a **smart farming light app**, paired with **Sherpa Light**, a lighting system that won the **CES 2020 Innovation Award**, optimizing growth conditions for indoor farming.
- **Worked in cross-functional teams**, collaborating across engineering, design, product, and scientific teams to understand agronomic needs and translate technical requirements into functional product features, ensuring alignment with both scientific and user expectations.
- Collaborated closely with the marketing team to create **promotional materials** (presentations, posters, graphics, videos), enhancing the company's **visibility at industry conferences and product shows**.
- Shipped apps on **Apple App Store** and **Google Play Store**, ensuring on-time deployments and consistent client satisfaction through reliable functionality and timely updates.

### Design Workshop Facilitator – Citizen-Centered Service Design

November 2021 - December 2021

*Ministry of Finance - Costa Rica | Remote*

- Co-hosted remote, **user-centered design workshops** for 30+ employees from Costa Rica's Ministry of Finance Culture & Digital Transformation Team—spanning engineers, customer service representatives, and other subject matter experts—via **Microsoft Teams** and **Miro**, to facilitate collaboration and guide participants in proposing methods to modernize and digitalize Costa Rica's Ministry of Finance.
- **Trained teams in user research methods**—including data collection, persona development, affinity diagramming, user journey mapping, storyboarding and ideation techniques—and how to create these artifacts collaboratively using Miro to identify key UX pain points and improve service design.
- **Provided feedback** on workshop assignments to reinforce **user-centered design principles** and support more inclusive, user-friendly solutions that place citizens at the center as clients.
- This project was part of the **Hacienda Digital (Fiscal Modernization)** initiative, **sponsored by the World Bank**.

## EDUCATION

### Master of Science (M.S.) in Industrial Design - Human-Computer Interaction

*Korea Advanced Institute of Science and Technology - Daejeon, South Korea | **Excellence Award (Summa Cum Laude)***

### Bachelor of Science (B.S.) in Industrial Design - Human-Computer Interaction

*Korea Advanced Institute of Science and Technology - Daejeon, South Korea | **Excellence Award (Summa Cum Laude)***

## REGISTERED PATENT

**KO (South Korea) 3020180021651 - 식물 재배용 포트 거치대 (Modular Plant Cultivation System), Registered 11/20/2018**

**Versatile vertical plant cultivation system to maximize plant growth potential, promote efficient water and nutrient delivery, and optimize space and storage capacity.**