STERLING REYES

UI ART DIRECTOR

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SUMMARY

UI Art Director with 12 years at Apple, Spotify, and Pentagram. Lead a 6-person visual + UI team across Spotify Wrapped (4B+ social impressions), Apple Music's Editorial UI, and 3 published Pentagram identities. Multiple Awwwards, Cannes Lions, and Apple Design Award recognitions. NN/g UX Master + Adobe ACE + Apple HIG Certified.

SKILLS

Visual + UI Direction | **Brand Identity & Editorial Design** | **Apple HIG & Material You** | **Figma & Adobe Creative Cloud** | **Motion Direction (After Effects, Lottie)** | **Design Pod Leadership (5-7 designers)** | **Cross-Platform iOS/Android/Web**

EXPERIENCE

UI Art Director

Spotify

Aug 2021 - Present | New York, NY

Art Director on Spotify Brand Studio's mobile + product visual team.

- Lead 6-person visual + UI team across Spotify Wrapped, Premium marketing, and Now Playing visual systems
- Owned the visual + UI design language for Spotify Wrapped 2024 mobile cards; campaign reached 220M+ users with 4B+ social impressions globally
- Won Cannes Lions Bronze (Mobile category) and 2 Awwwards for Spotify Wrapped 2023
- Coached 3 designers from Senior to Staff via structured promotion-track design reviews

Senior UI Designer

Apple

Aug 2017 - Jul 2021 | Cupertino, CA

Senior UI/Visual Designer on Apple Music's Editorial team.

- Designed 80+ Apple Music editorial featured-content layouts shipping monthly to 100M+ Apple Music subscribers
- Co-designed Apple Music's Replay 2019 personalized year-end UI; reached 95M+ subscribers and 2.4B+ social impressions
- Won Apple Design Award (Editorial Excellence) for the Replay 2019 launch in 2020

EDUCATION

B.F.A.

Rhode Island School of Design

Sep 2009 - May 2013 | Providence, RI

Graphic Design · GPA: 3.92/4.0

CERTIFICATES

Nielsen Norman Group UX Master Certification

Nielsen Norman Group · 2022

Apple HIG Certified Designer

Apple · 2021

Adobe Certified Expert — Photoshop & Illustrator

Adobe · 2020

AWARDS

Cannes Lions Bronze — Mobile (Spotify Wrapped 2023)

Cannes Lions International Festival of Creativity · Jun 2024

Bronze Cannes Lion in the Mobile category for Spotify Wrapped 2023 mobile-card visual + UI direction.

Apple Design Award — Editorial Excellence

Apple · Jun 2020

Awarded for Apple Music Replay 2019 visual + UI direction reaching 95M+ subscribers.

LANGUAGES

English

Native

Spanish

Native

STRENGTHS

Brand x Product Bridge —
Direct campaigns where brand expression and product UI meet — Wrapped, Replay, year-end editorial — with measurable user reach.

Visual Direction —
Set visual standards across 6-designer pods and external agency partners; my reviews pass first time at Spotify and Apple.

HOBBIES

Painting • **Hiking**