Mark Reilly

Portfolio GitHub LinkedIn

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Summary

I am a User Experience Designer with over eighteen years in interactive media. My career spans the breadth of digital production, from production art to web design and front-end development. As a User Experience Designer, my in-depth understanding of the design process allows me to meet user goals while balancing aesthetics and technical constraints.

UX/UI Skills

- Usability Testing, User Interviews, and Personas
- Sketching, Storyboarding, and Paper Prototyping
- Wireframing, Card Sorting, and High-fidelity Prototyping
- Markup (HTML) and Styling (CSS)
- Visual Design, Style Guides, and Style Tiles
- Typography and Graphic Production

Technical Skills

- Sketch, Photoshop, OmniGraffle, Illustrator, Principle, Flash
- HTML, CSS, Sass & Compass, Javascript & jQuery, Grunt & Gulp
- Git & SVN, PHP, MySQL, Drupal

Professional Experience

KBS (kirshenbaum bond senecal)
March 2015–present

Associate Director, User Experience
KBS (kirshenbaum bond senecal)
November 2016–present

- Create a design system, user flows, and a prototype for Stanley Black & Decker's Lista product configurator
- Design a skills matrix for the UX team to visualize strengths and gaps within the team. The skills matrix helps with allocations, skills training, and career development.
- Create a Sketch and InVision based workflow to streamline work between departments; Wireframes are created by UX designers, visualized by UI designers, and then prepared for handoff to developers

Senior User Experience Designer
Spies & Assassins | KBS (kirshenbaum bond senecal)
March 2015–November 2015

- Create a modular design system, wireframes, user flows, and prototypes for the responsive redesign of the BMW USA website
- Create wireframes, user flows, and prototypes for the redesign of the My BMW website
- Conduct user interviews and create content types and wireframes for the Hershey's digital marketing learning site

New York University
October 2008–March 2015

User Experience Specialist
Digital Communications Group, Information Technology Services
August 2014–March 2015

- Create a new responsive user interface for Sakai, an Open Source Learning Management System
- Commit back the user experience work from *NYU Classes* to Sakai
- Design a new user interface for NYU's *Email Direct* — a bulk email communication tool for NYU administrators

User Experience Designer
Academic Technology Services, Information Technology Services
October 2011–August 2014

- Design a new user interface for *NYU Classes* — the Learning Management System (LMS) based on extensive usability testing
- Create a 'Mobile First' prototype for our redesign of *MediaCommons* — a digital network for professors and post-graduate students of film and media studies

Interactive Designer and Developer
Faculty Technology Services, Information Technology Services
October 2008–October 2011

- Design and develop *MediaCommons* — a digital network for professors and post-graduate students — using Drupal
- Establish a distinctive look and feel for the *MediaCommons* network and it's project sites
- Design and develop book and photo viewing websites, and streaming audio and video for the NYU Libraries' special digital collections

Columbia University
August 2001–September 2008

Senior Web Designer and Developer
Columbia University Digital Knowledge Ventures (a small 'digital agency' within Columbia University)
May 2005–September 2008

- Create educational course content and departmental websites for Columbia University and affiliated non-profits
- Design and develop websites using open source content management systems and static html

Web Designer and Developer
Columbia University Digital Knowledge Ventures
August 2001–May 2005

- Work with Columbia Faculty to design and develop interactive e-seminars and courses
- Design and develop interactive maps, audio slideshows, podcasts, and basic video production and post-production for streaming video and DVD

Scholastic
January 2000–May 2001

Web Designer
e-Scholastic

- Design educational, commercial, and promotional websites for Scholastic
- Design daily site graphics, flash based interactive quizzes and educational activities

Education

1999–2007 **Ph.D. Media & Communication**, *European Graduate School*, Saas-Fee, Switzerland
1998–2001 **Certificate in Film Production**, *The New School*, New York, NY
1995–1996 **M.Phil. Medieval History**, *Trinity College*, Dublin University, Ireland
1991–1994 **B.A. History and Philosophy**, *University College* Dublin, Ireland

Additional Information

Teaching

The New School, Fall 2004–Spring 2008
Adjunct faculty member, *Media Studies*

- Courses: Foundations of Media Design and Digital Video Effects

Columbia University, Summer 2005–Summer 2008
Instructor, *High School Program*

- Course: Digital Filmmaking

Organizations

- **Co-Founder**: *NYU UX Group* & *NYU Web Designers and Developers Group*
- **Co-Organizer**: DrupalCamp NYC 9 & 10 *NYC Drupal Users Group*
- **Member**: *IxDA • NYC UXPA • Gotham Sass Meetup • NYC Drupal Users Group • Agile Experience Design Meetup • Type Directors Club*

Selected Presentations, Event Organization, and Trainings

Presentations

- **Beyond Putting Lipstick on the Pig** at *EdUI 2014* — 30th September, 2014
- **Sakai: Meet MORPHEUS** at *Open Apereo 2014* — 2nd June, 2014
- **Rapid Protoyping Techniques** at *TorchTech: UX Networking Breakfast* — 23rd April, 2014
- **Fixing Broken User Experience** at *NYU ITS All Hands Meeting* — 21st September, 2012
- **MediaCommons 2.0** at *Digital Library Federation Forum* — 5th May, 2009

Event Organization

- **UX Networking Breakfast** Co-Organizer *TorchTech* & *NYU UX group* — 23rd April, 2014
- **UX @ NYU** Co-Organizer *NYU UX group* — 14th November, 2013
- **Usability @ NYU** Co-Organizer *NYU UX group* — 11th December, 2012
- **DrupalCamp NYC 9 & 10** Co-Organizer & Designer *NYC Drupal Users Group* — June & December 2011

Trainings

- **Design Teams Are a Design Exercise: How to Build, Inspire and Keep Design Teams (Happy)** with Alberta Soranzo & Martina Hodges-Schell, *Interaction 17* — February 2017
- **Leading Creative Ideation** with Christian Linsey & Jen Zhao, *Cooper U* — May 2016
- **Design Leadership** with Teresa Brazen & Lane Halley, *Cooper U* — August 2015
- **Scaling User Interfaces** with Amy Schade, *Nielsen Norman Group* — August 2014
- **UX Leadership** with Kim Goodwin, *Rosenfeld Media* — October 2012
- **Do It Yourself Usability Testing** with Steve Krug, *Rosenfeld Media* — May 2012
- **Sketching Interfaces** with Jason Mesut & Sam Smith, *Interaction 12* — February 2012
- **Mobile Prototyping Essentials** with Rachel Hinman, *Interaction 12* — February 2012