

# Mark Reilly

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## Summary

*I am a User Experience Designer with over eighteen years in digital design. 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. I design comprehensive design systems leveraging my extensive background in web design and development.*

## Professional Experience

### KBS

March 2015–November 2017

#### Associate Director, User Experience

November 2016–November 2017

- Designed a 3D cabinet configurator for *Stanley Black & Decker*. Created a design system, user flows, usability tests, and comprehensive prototypes
- Built a skills matrix for the UX team to help visualize strengths and gaps. Established a *Sketch* and *InVision* workflow to streamline work between the UX, Design, and Development departments
- Led a design discovery to redesign the *PODS* website. Delivered a UX audit, competitive research, personas, journey maps, and usability testing

#### Senior User Experience Designer

March 2015–November 2016

- I led the responsive redesign of *BMWUSA.com*. Built a modular design system, responsive grid, wireframes, user flows, and prototypes
- Redesigning the sign-up flows for the *My BMW* website. Created wireframes, user flows, interaction and technical documentation, and prototypes
- Designed a learning site for digital marketers at *Hershey*. Conducted user and stakeholder interviews, designed content types, and wireframes

## New York University

October 2008–March 2015

#### User Experience Specialist

Digital Communications Group, Information Technology Services

August 2014–March 2015

- Designed and developed a new responsive user interface for *Sakai*—an open source Learning Management System. I wrote new HTML 5 templates and a Sass-based CSS framework. Incorporated the user experience and user interface improvements from *NYU Classes*
- Redesigning and prototyped 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

- Redesigning and developed a new user interface for *NYU Classes*—their Learning Management System (LMS). The redesign was based on extensive usability testing and research
- Created a 'Mobile First' prototype for our redesign of *MediaCommons*—a digital network for professors and post-graduate students of film and media studies
- Designed *NYU Stream* a video streaming service built on the *Kaltura* platform

## UX/UI Skills

- Design Systems, Style Guides, & Visual Design
- Responsive Web Design & User Interface Design
- Interaction Design & Information Architecture
- Sketching, Storyboarding, & Paper Prototyping
- Wireframing, Card Sorting, & High-fidelity Prototyping
- Usability Testing, User Interviews, & Personas

## Technical Skills

- Sketch, Photoshop, Illustrator, InDesign
- InVision, Principle, Framer, OmniGraffle
- Final Cut Pro, Keynote, After Effects
- Markup (HTML) & Styling (CSS)
- Sass, Javascript & jQuery, Grunt & Gulp
- Git & SVN, PHP, MySQL, Drupal

### **Interactive Designer and Developer**

*Faculty Technology Services, Information Technology Services*

October 2008–October 2011

- Designed and developed *MediaCommons*—a digital network for professors and post-graduate students—using Drupal. Established a distinctive look and feel for the *MediaCommons* network and its project sites
- Designed and developed two platforms for browsing the digital collections of *NYU Libraries*. Allowing patrons to view both image-based collections—scanned books and photographs—and stream audio and video collections
- Researched streaming services and wrote a report recommending the *Kaltura* platform for NYU's in-house streaming platform

## **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

- Designed and developed educational course content and departmental websites for *Columbia University* and affiliated non-profits

### **Web Designer and Developer**

*Columbia University Digital Knowledge Ventures*

August 2001–May 2005

- Worked with *Columbia University* faculty to design and develop interactive e-seminars and courses
- Designed and developed interactive maps, audio slideshows, podcasts, and video production and post-production for streaming video and DVD

## **Scholastic**

January 2000–May 2001

### **Web Designer**

*e-Scholastic*

- Designed educational, commercial, and promotional websites for Scholastic
- Designed daily site graphics, interactive quizzes, and educational activities

## **Teaching**

**The New School**, Fall 2004–Spring 2008

Adjunct faculty member, *Media Studies*

- Courses: *Foundations of Media Design*, *Digital Video Effects*, and *Motion Graphics with After Effects*

**Columbia University**, Summer 2005–Summer 2008

Instructor, *High School Program*

- Course: *Digital Filmmaking: From Initial Concept to Final Edit*

## **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*, Ireland

1991–1994 **B.A. History and Philosophy**, *University College Dublin*, Ireland

# Additional Information

## 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

- **Better Tools for a Better Process** at *KBS' Bits & Bites* — 23rd March 2017
- **Beyond Putting Lipstick on the Pig** at *EdUI 2014* — 30th September 2014
- **Sakai: Meet MORPHEUS** at *Open Apereo 2014* — 2nd June 2014
- **Rapid Prototyping 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



