

# Mark Reilly

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Portfolio  GitHub  LinkedIn

## 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 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

- **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