Mark Reilly

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Portfolio https://bit.ly/mark-reilly-portfolio
LinkedIn https://bit.ly/mark-reilly-linkedin

Summary

I am a proven **design leader** who has successfully managed **large digital projects** for **high-profile clients**. I leverage my **extensive background** in both **design** and **development** to build comprehensive, reusable, and scalable **digital products** and **design systems**.

Skills

- Problem Framing, Ideation, & Design Thinking
- 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, Figma, Photoshop, Illustrator
- InVision, Principle, Framer, OmniGraffle
- Final Cut Pro, Keynote, After Effects
- Markup (HTML) & Styling (CSS)
- Sass, Javascript & jQuery, Grunt & Gulp
- Git & SVN, PHP, MySQL, Drupal

Professional Experience

American Express
January 2018–Present

Principal User Experience Designer
December 2018–Present

- Leading a large and diverse team of UX designers, UX researchers, design managers, and a UX writer to design the first business checking bank account for *American Express*
- Worked as the platform lead for all commercial non-card lending products: Created an extensive and complex application for a merchant loans. Redesigned invoice financing to utilize our design language system
- Created a mentorship program for our design team. Developed a self-assessment framework, a monthly lecture series, and a UX ebook library

Senior User Experience Designer
January 2018–December 2018

- Worked in an agile team to redesign Amex's corporate card expense reconciliation site. Led ideation & sketching sessions, tested prototypes
- Transformed *American Express'* DLS Sketch file into a versatile UI Kit. Harnessing Sketch's reusable styles, responsive resizing, & nested symbols
- Organized and facilitated the first Design Sprint in NYC at *American Express*

KBS
March 2015–November 2017

Associate Director, User Experience
November 2016–November 2017

- Led a design discovery to redesign the *PODS* website that won a multi-million dollar redesign contract. Delivered a UX audit, competitive research, personas, journey maps, and usability testing
- Designed a 3D cabinet configurator for *Stanley Black & Decker*; We successfully launched an MVP and two feature releases. Created a design system, user flows, usability tests, and comprehensive prototypes
- Led the UX team and built a skills matrix to help visualize our strengths and gaps. Established a *Sketch* and *InVision* workflow to streamline work between the UX, Design, and Development departments

Senior User Experience Designer
March 2015–November 2016

- I led the responsive redesign of *BMWUSA.com*, resulting in a 216% increase in mobile traffic surpassing desktop traffic. Built a modular design system, a responsive grid, wireframes, user flows, and prototypes
- Redesigned the sign-up flows for the *My BMW* website. Created wireframes, user flows, interaction and technical documentation, and detailed prototypes
- Designed a learning center for digital marketing 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, NYU Information Technology Services
August 2014–March 2015

- Designed and developed a new responsive user interface for *Sakai*—an open-source Learning Management System—used by over 350 leading learning institutions
- Redesigned 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, NYU Information Technology Services
October 2011–August 2014

- Conducted extensive usability testing and research on *NYU Classes*—a *Sakai* Learning Management System (LMS). Redesigned and developed the new user interface based on our research recommendations
- 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

Interactive Designer and Developer
Faculty Technology Services, NYU 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
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

Education

Ph.D. Media & Communication, *The European Graduate School*, Saas-Fee, Switzerland

Certificate in Film Production, *The New School*, New York, NY

M.Phil. Medieval History, *Trinity College Dublin*, Ireland

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