



JACQUELINE REILLY

Multi-Disciplinary Designer

617.894.4200

jacquelinereilly.com

CAPABILITIES

VISUAL BRANDING

Illustrator

Photoshop

InDesign

Moodboarding

UI/UX DESIGN

Mental Models

Wireframes

Sketch

DESIGN PSYCHOLOGY

User Research

Team Collaboration

Concept Development

FRONT-END DEV.

HTML

CSS

Wordpress

EXPERIENCE

IBM | VISUAL DESIGNER in AUSTIN, TX 01/17 TO PRESENT

Graduate of Design Bootcamp: a 3-month intensive training in IBM Design Thinking | Perform design research to discover and synthesize user needs, pain points and goals | Translate insights into sketches and wireframes, designing the end-to-end user experience | Create the visual language of products and services for clients | Collaborate with multi-disciplinary teammates which include researchers, UX designers, visual designers, front-end developers, design strategists, offering managers, and sellers

STREETWISE MEDIA | DESIGN INTERN in BOSTON, MA 09/16 TO 12/16

Apprenticed with the Director of Design | Worked on the visual production of marketing material for pillar events in main markets: Boston, Chicago, Austin and Washington DC | Assisted with the company rebrand

LEIBOWITZ BRANDING AND DESIGN | DESIGN INTERN in NEW YORK, NY 06/15 TO 08/15

Collaborated on print and digital media for clients including Time Warner Cable, Syracuse University Visual School of Performing Arts and Hatteras | Exercised graphic design, copywriting, photography, creative thinking, strategizing, and organization skills

HELLO LITTLE ONE | GRAPHIC DESIGN INTERN in BOSTON, MA 05/14 TO 01/15

Hired as assistant for Owner of HLO | Created content for Wordpress Blog and Pinterest | Acquired hands-on knowledge on application of fine art background in a digital medium | Gained experience working in the stationery market online and on Main Street, USA and how to differentiate the HLO brand in a crowded market | Multiple designs of mine have been selected to be sold on Tiny Prints and Shutterfly

GIRL CODE MOVEMENT | CO-FOUNDER in SYRACUSE, NY 09/13 TO 05/16

Designed brand identity | Oversaw a general body of 40 members | Conceptualized media content to support empowered bystander positioning | Raised awareness of sexual assault on college campuses | Designed graphics and illustrations to accompany social campaigns | Underwent media training | Featured on media outlets such as Huffington Post, BuzzFeed, Boston Chronicle on Channel 5, and more

CLARKS COMPANIES | RETAIL MARKETING INTERN in NEWTON, MA 05/13 TO 08/13

Processed all retail store requests | Organized marketing opportunities with mall managers and developers for retail properties | Assisted with monthly visual merchandising setups | Designed ordering manuals for retail and outlet stores | Observed promotional planning and creative status meetings

EDUCATION

SYRACUSE UNIVERSITY in SYRACUSE, NY

S.I. Newhouse School of Public Communications 08/12 - 05/16

Bachelor of Science in Graphic Design, Psychology Minor

Graduated Magna Cum Laude

Remembrance Scholar