



JACQUELINE REILLY

617.894.4200

jacquelinereilly.com

CAPABILITIES

DESIGN STRATEGY

Design Thinking
Service Design
Voice and Tone Creation
Social Media Promotion

UI/UX DESIGN

Mental Models
Wireframes
Sketch
User Research

VISUAL BRANDING

Illustrator
Photoshop
InDesign
Moodboarding

INTERPERSONAL

Public Speaking
Project Management
Creative Problem-Solving

EXECUTION

PEGASYSTEMS* | UX CONTENT STRATEGIST in CAMBRIDGE, MA 04/19 TO 12/19

Currently elevating Pega UX's design practices through the education of design thinking, the clarification and refinement of design system principles, and the promotion of design work internally and externally | Collaborating with design, development, and management to craft content for all channels

IBM* | VISUAL DESIGNER + DESIGN CONSULTANT in AUSTIN, TX 01/17 TO 08/18

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 company rebrand

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 09/13 TO 05/16

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

RECREATION

REGISTERED YOGA TEACHER – 200 LEVEL in AUSTIN, TX 01/18 - 04/18

I received my 200 hour registered yoga teacher training at Wanderlust Austin underneath the guidance of Kate Waitzkin, Gioconda Parker, Collette Hill, Shanti Kelley, Megan Rainbird, and Ferny Barceló. Currently undergoing Trauma Conscious training under Nityda Gessel. My teaching experience includes:

- Popponessett Community Center | Mashpee, MA | 06/18 - 08/18 (SUMMER ONLY)
- Firefly Yoga Studios | Westwood, MA | 10/18 — 04/19
- Trip Advisor | Needham, MA | 10/18 TO PRESENT

EDUCATION

SYRACUSE UNIVERSITY in SYRACUSE, NY 08/12 - 05/16

S.I. Newhouse School of Public Communications
Bachelor of Science in Graphic Design, Psychology Minor
Graduated Magna Cum Laude
Remembrance Scholar

**Due to my agreements with the respective company, my design work cannot be demonstrated on my public portfolio site. A PDF detailing my design contributions be provided upon request.*