KELLY REILING

DEFINE DRAW DESIGN

415 716 9596   PASSWORD: 1185

experience

> **Viscira**, March 2018–August 2019
VISUAL DESIGNER (Full time Contractor)

Designer at Viscira, a leading provider of innovative software applications and digital solutions for the life sciences industry. Created visual and user interface designs for ipad applications, slide decks, responsive websites, infographics and presentations for health and pharmaceutical companies. Worked with a team of programmers, producers and medical specialists to develop applications and presentations from concept to final application/product hand-off to client. Clients included BioMarin, Genentech, Novartis, Eli Lilly, and Ultragenyx.

> **1185 Design** 2016–2017
VISUAL DESIGNER

Created logo, branding and website designs for multiple tech and health clients. UI and UX design for Stanford Digital Health website and print collateral. Worked closely with developers to build designs and ensure quality execution. Identity and branding design for clients: Escientia, Flex, Hypergrid, Veractye, and Menalto Advisors

> **KellyRDesign** 2009–2018
UI UX & VISUAL DESIGN

Provided website design, logo design and branding for multiple clients
Neuchem Visual and UX Design for chemical products website and company branding (2018)
Care Through Touch Institute VIsual and UX design for responsive website and company branding (2017)
Blue Valley Eyecare Website design and branding for private optometry group (2017)
Peninou Design of seasonal invitations, gift certificates, store signage and product packaging (2012-2016)
Prescriptives Interactive presentation and storyboards for the store design of Prescriptives cosmetics
Electronic Arts Logo design, UI design for online games

> **Wine.com** 2004–2007
UX/UI DESIGNER

Designed web pages, emails, landing pages and content choreography. Improved user interface to increase traffic, solve checkout problems, and improve buying experience on Wine.com. Worked closely with content creators, writers, programmers and engineers to define site goals, resolve pain points and improve experience.

> **Proxicom / Adhoc / iCrossing** 1998–2002
SENIOR VISUAL DESIGNER

Designed web sites for financial, entertainment, and e-commerce clients including AOL, Electronic Arts, WitSoundview, Bank of America, Oxygen, and Network Solutions. Responsibilities included leading a small team of designers through all phases of development from concept/branding boards to usability testing. Created Proxicom's web site identity and marketing collateral. Designed an intuitive navigation system and evolved a visual system for Proxicom across all touch points. Created iconography, typography, and style guides.

> **Harvestworks Digital Media Arts** 1995–1997
MULTIMEDIA DIRECTOR, INSTRUCTOR, DESIGNER

Directed the educational program in audio and media arts, designed the multimedia lab for residencies and classes, and planned educational events and performances in collaboration with NYU's Interactive Telecommunications Program for students and artists exploring new relationships between art and technology.

> **Ralph Appelbaum Associates** 1991–1994
JUNIOR INTERACTIVE DESIGNER

Junior Interactive Designer for the exhibit design of the Biotechnology and Air Navigation & Aerospace Galleries at the National Science and Technology Museum in Kaohsiung, Taiwan and the Freedom Forum Museum in Arlington, Virginia. Responsibilities included the coordination of presentation, layout of computer drawings, storyboarding and navigation design for computer interactives.

education

General Assembly, San Francisco, User Experience Design
Pratt Institute, Brooklyn N.Y., Bachelor of Fine Arts,
School of Visual Arts, Printmaking, Typography and Illustration courses
California College of Arts, Alternative Photography, Typography, Illustration

software expertise & affiliations

Illustrator, Sketch, Photoshop,
HTML, CSS, Invision, Balsamiq,
Zeplin, Wordpress, Powerpoint
Lettering, Calligraphy, AIGA member