



Mike O'Reilly

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Creative and User Experience designer with a passion for creating products and bringing new ideas to life. Utilizing my design skills from developing products for the consumer goods industry, I am now focused on delivering user experiences for the digital world.

Experience

UX Designer

Drizly / FEB 2020

Developed a comparison feature for an alcohol delivery service providing user's a way to compare items side by side.

- Conducted user research, sketched design solutions, created low-fidelity and high-fidelity prototypes.
- Presented project to team at Drizly headquarters.

User Experience Immersive

General Assembly / DEC 2019 – FEB 2020

Dedicated 400+ hours to a 10 week full-time User Experience program. Focusing on real-world application of user-centered design strategy, from conducting interviews to developing high fidelity prototypes.

- Implemented a new feature into the Venmo app while adhering to brand guidelines.
- Designed and prototyped an e-commerce shopping experience.

Designer

Freelance / MAR 2019 – DEC 2019

- Designed pitch decks, graphics, and marketing materials.

Account Manager

Examity / MAY 2019 – JUL 2019

- Conducted one-on-one and group training sessions to enhance the client's product knowledge.

Creative Operative

Crazy Foam International / APR 2014 - FEB 2019

Revived a vintage brand and launched a line of 50+ products. Managed creative direction for all product and design related projects. Developed products from the concept stage to go-to-market.

- Maintained brand compliance and artwork approvals for licensed products with licensors; Warner Brothers, Viacom, and Hasbro.
- Corresponded with domestic and international manufacturers.
- Strategized with Head of Sales to secure new opportunities.
- Built and managed Amazon Seller and Shopify e-commerce sites.

Design Specialist

Pangea Brands / MAY 2009 - JUN 2013

Lead designer of art and production for a consumer goods licensing company. Managed compliance with licensors (NFL, MLB, NBA, NHL, NCAA, Marvel) and all their entities.

- Managed a small team of designers for the in-house design department.
- Collaborated with vendors to develop custom products.

Skills

Wireframing
Prototyping
User Research
Design Strategy
Design Systems
Creative Thinking
Identity and Branding
Product Development
Package Design
Production Art

Technical

Adobe CC
Sketch
Axure
Figma
Invision
Bootstrap
HTML + CSS
Microsoft Office
DSLR Photography

Education

B.S. in Graphic Design

JAN 2007 - MAY 2009

New England Institute of Art
Brookline, MA

Fun Fact

Completed a solo bicycle tour from Boston to San Diego.