

ABOUT ME

UX designer and team leader with over 10 years of experience aspiring to bring beautiful aesthetics to a variety of platforms for businesses, agencies and brands of all sizes. Passionate and reliable collaborator utilizing the capabilities of mobile and internet technologies to help people.

EDUCATION & AWARDS

2016 - 2018

MASTERS OF SCIENCE: BUSINESS & BRANDING

Experience Design (XD) Track
VCU Brandcenter
Richmond, VA



BRANDCENTER
SCHOLARSHIP
RECIPIENT

2005 - 2009

BACHELORS OF ARTS: COMMUNICATIONS

Advertising / Creative Track
Brigham Young University
Provo, Utah



UTAH EFFIE
DESIGN AWARD

PROFESSIONAL SKILLS

- Visual Design
- Interaction Design
- Rapid Prototyping
- Brand Strategy
- UX/UI
- Information Architecture
- Project Management
- Adobe CC
- Sketch App
- InVision / Principle
- Final Cut Pro X
- Cinema 4D
- Illustration
- HTML+CSS

INTERESTS

- Creating board games
- Thriller novel writing
- Larry Bird
- Stress ball collecting
- eSports
- Yard sales

CONTACT

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 hello@billyreano.com

 billyreano.com

WORK EXPERIENCE

CREATIVE DIRECTOR, CONTRACTOR at River City Roll


January 2017 - Present

 Richmond, VA

- Established the visual presentation of all marketing assets, including logo design, collateral, print content and UI/UX for \$5M startup bowling alley.
- Directed CEO on critical design solutions impacting the brand experience.
- Participated in the development of messaging and copy for product and marketing: collaborating with hired agency, leading discussion and brainstorming the launch campaign and beyond.

VISUAL DESIGNER, CONTRACTOR at Foursite Studios

December 2016 - July 2017

 Richmond, VA

- Created user-centered design solutions that aligned with visual strategy and company goals.
- Designed all assets for motion videos resulting in outstanding client feedback.
- Managed creative projects including working with motion design teams, developers and freelancers.

SENIOR ART DIRECTOR at ThomasARTS

August 2012 - August 2016

 Salt Lake City, UT

- Responsible for ideation, UI/UX design, mock-ups, social media integration and adaptive design for highly interactive sites.
- Creative lead for one of agency's largest clients, managing projects including a geo-local campaign involving TV, print, and digital media.
- Raised customer click-through rates and interaction by 3.5% for large corporation by restructuring of email design into mobile-friendly applications.

MOTION DESIGN DIRECTOR at FLSmidth, Inc.

August 2010 - August 2012

 Salt Lake City, UT

- Established and enforced an intricate motion design style guide internally changing the company globally.
- Executed all motion graphics production and art direction for print and digital materials, brochures, flash animations, and online banner ads.
- Led the production of unique mobile app, FLS Rocks. Responsible for design, wireframes and assets, oversaw contracted developers and maintained timeline.

ART DIRECTOR at Studeo Direct Interactive

September 2009 - August 2010

 Salt Lake City, UT

- Produced print and motion graphics collateral for clients Kaplan, Kaplan University, Marinello, and Identigene.
- Originated successful multi-point branding strategy for Triple T: HVAC. Designed and produced print, outdoor, and digital creative campaign that bolstered brand identity.

ART DIRECTOR at Y&R NY and Gepetto Group

Summer Internships 2008, 2009

 New York City, NY

- Gained experiences in conceptualizing campaigns and creative ideas for clients, Dannon, Dell, LG and Cellular South; originated creative content for Walmart, Goldfish, and Capital One.