

# Billy Reano

Sunnyvale, CA | hello@billyreano.com | +1 (801) 380-7986 | billyreano.com

## SUMMARY

---

Proactive Design Systems Leader with 15+ years of experience driving scalable design solutions for global brands. Passionate about crafting user-centered experiences and leading cross-functional teams to create innovative, accessible, and impactful designs. Adept at mentoring talent, fostering collaboration, and aligning design systems with business objectives to enhance user experiences.

## CORE COMPETENCIES

---

Design Systems Architecture |  
Component Library Development |  
Scalable Design Practices

Team Leadership | Cross-Functional  
Collaboration | Mentorship and Training

WCAG Accessibility Standards |  
Localization Compatibility | Agile Project  
Management

Tools: Adobe CC, Sketch, Figma,  
HTML+CSS, After Effects, Principle

## EDUCATION

---

### MS: Business & Branding

VCU Brandcenter | Richmond, VA  
2016 - 2018

### BA: Communications - Advertising

Brigham Young University | Provo, UT  
2005 - 2009

## AWARDS

---

VCU Brandcenter Scholarship

Utah EFFIE Design Award

## PROFESSIONAL EXPERIENCE

---

### Art Director / Design Systems Lead, Marcom Interactive

Apple, Inc. | Sunnyvale, CA | Oct 2021 - Present

Led the design systems team for Apple's web and app shopping experiences, overseeing audits, explorations, and the development of 20+ web components and 60+ page templates.

Championed accessibility and localization compatibility across design components, aligning with WCAG standards.

Mentored and developed team members, enhancing expertise in design systems scalability and innovation.

Managed glyph collections with 6,000+ assets, with collaboration between Human Interface, Corporate Identity, and Print teams, resulting in a 25% increase in design production efficiency for product launches.

### Design Lead, Marcom Interactive - Channel

Apple, Inc. | Sunnyvale, CA | October 2019 - October 2021

Led visual design initiatives for marketing deliverables in retail environments, aligning with brand standards.

Created on-device product stories for iPhone, iPad, and Apple Watch, ensuring consistency with iOS standards.

Established component libraries and documentation to streamline workflows, reducing project scope and improving knowledge sharing.

### Senior Designer

Elephant | San Francisco, CA | June 2018 - October 2019

Designed and implemented a molecular design library for a digital asset manager serving 500+ Apple partners.

Developed detailed design specifications, accelerating development cycles and providing structural guidance for future projects.

Provided leadership during team transitions, fostering a culture of collaboration and excellence.

### Art Director / Creative Lead

River City Roll | Richmond, VA | January 2017 - February 2019

Established the visual identity and brand strategy for a \$5M entertainment startup, overseeing all design and marketing assets.

Guided stakeholders with critical design solutions, influencing brand experience and customer engagement.

Directed launch campaigns in collaboration with marketing agencies.