



REILLY SULLIVAN



UX/UI DESIGNER | VISUAL THINKER | RAPID LEARNER | PEOPLE-CENTERED CREATOR

Denver, CO | (203) 832-2660 | Rei.sully@gmail.com | [LinkedIn.com/ReillySullivan](https://www.linkedin.com/in/ReillySullivan) | [Creative Portfolio](#) | [Website](#)

User Experience Designer with a background in graphic design, marketing, and architectural modeling. A recent graduate of the University of Denver UX/UI Program, I completed multiple user-centered design projects under the guidance of working professionals. I bring a proven ability to quickly learn complex software (e.g., SketchUp, Revit, AutoCAD, Figma), strong visual communication skills, and a collaborative mindset. Whether designing for nonprofits, transportation services, or digital platforms, I aim to create intuitive, inclusive, and brand-aligned experiences that reflect both user needs and business goals.

CORE SKILLS

UX & UI Tools: Figma, FigJam, Adobe Creative Suite, Miro, Whimsical, Flowmapp, Otter.ai, HTML, CSS, JavaScript, GitHub, Adobe, Revit, AutoCAD, SketchUp, Canva, Google Platform **Research & Strategy:** Heuristic Evaluation, Usability Testing, Persona Creation, Journey Mapping, Information Architecture

Design Techniques: Wireframing, Prototyping, UI Systems, Accessibility, Atomic Design, Storyboarding, Interaction Design

Collaboration: Agile Environments, Stakeholder Interviews, Developer Handoff, Remote & In-Person Teamwork

PROFESSIONAL EXPERIENCE

Creative Director – Omakase Art Collective

Feb 2025 – Present | Denver, CO

- Built and launched brand identity, digital assets, and marketing for an emerging creative collective
- Directed tone of voice, social campaigns, and outreach strategies that grew artist engagement
- Led visual storytelling efforts through strategic use of brand design, layouts, and digital platforms

UX Researcher & UI Designer – LYNK Horse Betting Platform

Jan 2025 – Mar 2025

- Worked on the development of a new betting platform aimed at simplifying race day experiences.
- Produced annotated wireframes to clarify betting flows and user priorities
- Conducted competitive research and usability benchmarking of major platforms (FanDuel, TVG, TwinSpires)
- Built UI mockups in Figma aligned with legal and usability standards
- Supported project acquisition goals through audience-centered design

Graphic Designer & Digital Marketing Consultant – Reilly Sullivan Design

Jun 2018 – Present | Remote / Denver, CO

- Designed visual materials for B2B presentations, product packaging, and brand collateral, aligning visual direction with both user needs and business objectives.
- Translated complex messaging into clean, compelling visuals for clients in diverse industries.
- Collaborated with multidisciplinary creative teams, mediating strong perspectives and synthesizing feedback into unified, effective designs.
- Demonstrated fluency in Adobe Creative Suite, Canva, Figma, and other platforms to meet varied project needs.

Digital Marketing & Drafting Intern – Ricca Design Studio

Summer 2023 | Denver, CO

- Created digital content for marketing and learned AEC-standard BIM modeling
- Contributed to marketing presentations and refined internal design workflows



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UX UI EXPERIENCE

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UX/UI Design Projects at the University of Denver's UX/UI Bootcamp

UX/UI Designer – Hy-Line Mobile Redesign Project

Oct 2024 – Nov 2024

- Redesigned the mobile booking flow for a popular ferry service to streamline usability for tourists and commuters.
- Reduced booking friction by 30+ seconds through wireframe iteration and mobile-first UI development in Figma
- Conducted user surveys and interviews to inform content hierarchy and interaction design
- Created and tested responsive prototypes for both mobile and desktop experiences
- Collaborated on sitemap structure, component library, and usability testing loops

Lead Product Designer – U.S. Fish & Wildlife Website Redesign

Oct 2024 – Nov 2024

- Led a team redesigning a government website for clarity, accessibility, and modern UX standards.
- Improved navigation and IA using card sorting and affinity mapping
- Created high-fidelity designs reflecting stakeholder goals and audience personas
- Conducted A/B testing and heuristic evaluations, reducing task time by 12 seconds on average

UI Designer – The Street Dog Coalition Website

Sep 2024 – Oct 2024

- Designed a new website for a nonprofit providing vet care to unhoused individuals and their pets.
- Refined donation and content flows, improving conversion path times by up to 10 seconds
- Brought the brand to life through strategic use of color, imagery, and hierarchy
- Supported testing and iteration across mid- and high-fidelity stages

EDUCATION

University of Denver

UX/UI Design Certificate – Sep 2024

Bachelor of Arts in Communication, Minor in Marketing – June 2018

Other Relevant Training

Revit Residential BIM Modeling - AutoCAD Certificate at Imginginit Studios

Heritage School of Interior Design – Interior Design Certificate

- Gained working knowledge of industry-standard 3D modeling software, including SketchUp, Revit, and AutoCAD, in a fast-paced, immersive environment.
- Continued skill growth through a CAD-accredited certificate course focused on advanced 3D modeling techniques.
- Developed a strong visual-spatial understanding that now informs digital layouts, accessibility, and responsive design thinking.
- Skills acquired continue to support my proficiency with design platforms like Figma and other digital tools.