

# Mike Reilly

Creative Designer. Nanotech Hydra.

Interactive prototypes, interfaces, wireframes, graphics, apps, games, web, mobile, eCommerce, platforms

- Portfolio:** <https://www.tidalswarm.com>

**LinkedIn:** <https://www.linkedin.com/in/tidalswarm>

**Email:** [tidalswarm@gmail.com](mailto:tidalswarm@gmail.com)
- Total Professional Design Experience: **17 years, 8 months**
  - Senior UIUX Designer / Product Designer: 8 years, 10 months
  - Web Designer / Graphic Designer: 8 years, 10 months

## Skills and Interests

- Virtuoso proficiency in The Adobe Creative Suite: Photoshop, Adobe XD, Illustrator, Premiere
- Expert in interactive prototyping and user-centered UIUX flows with Figma, Adobe XD, InVisionApp, X-Mind
- Fluent coding in HTML and CSS leveraging Bootstrap mobile front-end frameworks. Practical JS skill
- Avid user of artificial intelligence superpower apps such as Midjourney, Stable Diffusion, ChatGPT, EBSynth, etc
- Academic background in Mathematics (Major) and Computer Science (Minor)
- Focus in Game Theory, Fluid Dynamics, Multivariate Calculus, Vector Math, Differential Equations
- Blockchain enthusiast and participant in Bitcoin, Ethereum, XRP, Sologenic, Songbird, Flare, Gala Games
- Knowledge of NFTs, Crypto Gaming, Decentralized Finance (DeFi), Node Networks, DEXes
- Student of psychological processes such as habit loops, conditioning, feedback and incentive systems
- Inspirational selfless, team-oriented, collaborative, product-focused leadership philosophy
- Fearless, eloquent, and entertaining public speaker and proposal presenter
- Second Dan in Chung Do Kwan (Blue Wave) Karate. Practices calisthenics, weight lifting, and basketball
- Heavy Metal Bassist with six years experience playing over fifty Live Metal shows across New York City
- Currently residing in Las Vegas and open to full-time local, hybrid, and remote roles



# Professional Experience

## Estée Lauder

<https://www.esteelauder.com>

**Senior UIUX Designer – Internal Applications, Product Designer, *Full-time June 2019 to July 2021***

- Designed a unified, holistic, component driven, quick to implement UIUX design system to power all Estée Lauder internal business applications, numbering over 35 apps in total
- Defined design standards to guide Estée Lauder's full transition from “Legacy Desktop” to a modern “Responsive Web Cloud Based” platform
- My special emphasis was upon iterative prototype design for Estée Lauder's most critical, highest priority internal business applications. Redesigning their core “Research and Development System (RDS)” was my primary responsibility, while handing those designs over to my other UIUX designers to follow was my secondary
- These demanded deep anticipatory understanding of the workflows of Executive Level Project Stakeholders, Project and Corporate Directors, Lead IT Architects, Lead Scientists, and their most Senior Chemists. Their preferences and ideas were to be understood while identifying, then solving for, their pain points
- Designed templates supporting 1000's of screens across 35+ internal apps into a singular cohesive UX
- Led executive level presentations on design iterations of critical applications. Each UIUX mandate would then ripple through the company, unifying the product across hundreds of developers split among dozens of international teams to ensure key frontend uniformity

## eGifter

<https://www.egifter.com>

**Senior UIUX Designer, Graphic Designer, *Full-time March 2016 to June 2019***

- Designed an atomic, component driven design system for product wide implementation across every arm of the company revolving around myriad eCommerce first and third party gift card solutions
- Designed in-house and branded marketplaces, stored value wallets (fiat and crypto), crowd-funded group gifting, gift goal driven registry systems, and white label versions of every company arm for rapid client adoption
- Clients included Macy's, Express, Target, West Elm, Williams Sonoma, Hotels.com, HBO Now, Chase Bank
- Incepted unified frontend design systems leveraging the Bootstrap framework while keeping in accordance with WCAG 2.0 Accessibility Compliance Standards (AA), and expanding Google Material Design principles

## Binary Event Network

<https://tidalswarm.com/work/binary-event-network>

**Senior UIUX Designer, Graphic Designer, *Full-time August 2013 to March 2014***

- Designed user engagement & feedback gameplay systems of a predictive stock market financial analysis platform that gamifies real-time prediction & runtime events into fantasy points in a competitive context
- Designed interface flows & graphics for app-wide user experiences in gameplay covering reward points redemption for real world + virtual objects, various first-contact tutorials, menu hierarchies & nesting, gameplay loops & subsystems, sweepstakes buy-ins & cash-outs, push notification pacing, socialized “League” competitions, etc
- Analyzed & iterated designs given user feedback during dev cycles using test groups & data via TestFlight
- Created in-app iconography, slider graphics, and backdrops for featured games and gameplay functions
- Designed marketing presentations for partnership, investor, & sponsorship opportunities



## PlayUp

<https://www.playup.com>

Senior UIUX Designer, Game Designer, *Full-time April 2011 to January 2012*

- Generated mathematical algorithms governing thousands of realtime sports statistical data feeds for use in myriad fantasy sports applications, which I designed the interfaces for and graphics within
- Designed multiple UIUX flows using for rapid iterative prototyping
- Delivered bi-weekly standing presentations to company founders, officers & board members

## Future

<https://www.futureplc.com>

Product Designer, Product Manager, *Full-time November 2007 to November 2009*

- Managed design teams across vast site networks to ensure high quality content delivery
- Directed the graphic and web design for scores of sites across myriad media verticals
- Analyzed traffic and directed the creation of new sites along high performance entertainment verticals
- Researched net-wide blogosphere metrics and wrote SEO Taxonomy to capitalize upon that traffic
- Created pixel-perfect web UI mockups and designed ads for print and digital media

## The Disinformation Company

[https://en.wikipedia.org/wiki/Disinformation\\_\(company\)](https://en.wikipedia.org/wiki/Disinformation_(company))

Game Designer, *Freelance August 2007 to October 2009*

- Created and updated initial Game Design Documentation alongside their CEO, COO, and Art Director
- Wrote up Technical, Budgeting, and Competitive Analysis documents for potential investors
- Created box art, logos, storyboards, pre-alpha game logic systems, and UI mockups

## Game Revolution

<https://www.gamerevolution.com>

Web & Graphic Designer, Senior Editor, *Full-time March 2003 to October 2007 + February 2008 to July 2010*

- Expanded the brand into new high-traffic content niches including flash games and animation
- Played and analyzed hundreds of videogames issued by various software firms for editorial pieces such as game reviews, previews, feature articles, and blogs
- Managed relations with game development studios, game vendors, marketing firms
- Co-interviewed and trained new employees including site designers, programmers, and editors
- Designed a superior site wide information architecture and UI favoring viral focus while being low cost and easy to implement to upgrade every channel's look, feel, and layout
- Designed editorial images, page layouts, ads, and awards to promote various partner brands



## Razorfish Studios

<http://www.razorfish.com>

Junior Graphic Designer, *Part-time May 1998 to August 1998*

- Designed graphics for various web, DVD, and print media
- Produced images and production templates for various media

## Mada Design

<https://www.linkedin.com/company/mada-design>

Junior Graphic Designer, *Internship May 1996 to August 1996 then Full-time February 1998 to August 1999*

- Aided our Lead Designers in coloration and illustration for comic books, posters, and trading cards, both printed and digital
- Clients included Marvel, DC Comics, Topps, Ultra, Fleer, Milton Bradley, Hasbro, NERF, among others
- Produced graphics and source file templates in Photoshop, Illustrator, and InDesign

## Formal Education

### Fordham University

<https://www.fordham.edu>

B.A., Majored in Mathematics with a Minor in Computer Science, *Class of 2002*

- Fordham Chung Do Kwan, Karate – Certified Second Degree Black Belt, earned April 2005
- Fordham University Mathematics Club. Special interest in Game Theory and Fluid Dynamics

### Regis High School

<https://www.regis.org>

Graduated with Honors, *Class of 1998*

- Regis Yearbook, Layout Editor
- Regis Bookstore, Assistant Manager



# Professional Recommendations

## George Scotto

<https://www.warchest.com>

### Vice President of Business Development at Warchest Games

☞☞ I had the great pleasure of working with Mike while I was at PlayUp. Not only is he one of the best at what he does, he's also a super nice guy and very easy to work with. The thing I like most about Mike is his versatility. He goes from designing and coding Websites to designing video games, testing builds and driving projects to completion. He also has a ton of video game knowledge and is very creative. I highly recommend him. If given the chance to hire, or work with Mike again, I would jump at it in a flash.

## Douglass Perry

<http://reverbinc.com>

### Director of Public Relations at Reverb Videogame Marketing

☞☞ Mike Reilly is a funny, hard-working, dedicated, and highly likable, one-of-a-kind character. During my tenure at Future, Mike and I worked side by side to research and produce several web properties at Future US, and his hard, steady work, accountability, and enjoyable disposition made it fun to work with him all along the way. He has multiple skill sets, is a quick learner, and always displayed a great attitude.

## Robyn Lass

<https://www.futureplc.com>

### Editor at Future

☞☞ Smart, funny and creative, Mike is a fantastic addition to any staff. Hard working and exceptionally motivated you can be confident that he'll get the job done, plus two more, and offer some great ideas on what to do next! A great attitude and a ton of energy, you'll be happy to have him as a part of your team

## Gary Baddeley

[https://en.wikipedia.org/wiki/Disinformation\\_\(company\)](https://en.wikipedia.org/wiki/Disinformation_(company))

### CEO at Disinformation Entertainment

☞☞ In the decade or so that I have known Mike he has proven himself a reliable friend and consultant. More relevantly, perhaps, he is an incredibly intuitive and intelligent game designer. I am confident that he would prove to be one of the most valuable members of your company very quickly as his knowledge of games and their internal design is at the highest level. His work for Disinformation was stellar and during every one of our tight-knit company meetings with our COO and Art Director, Mike was an invaluable asset.

## Amanda Whelan

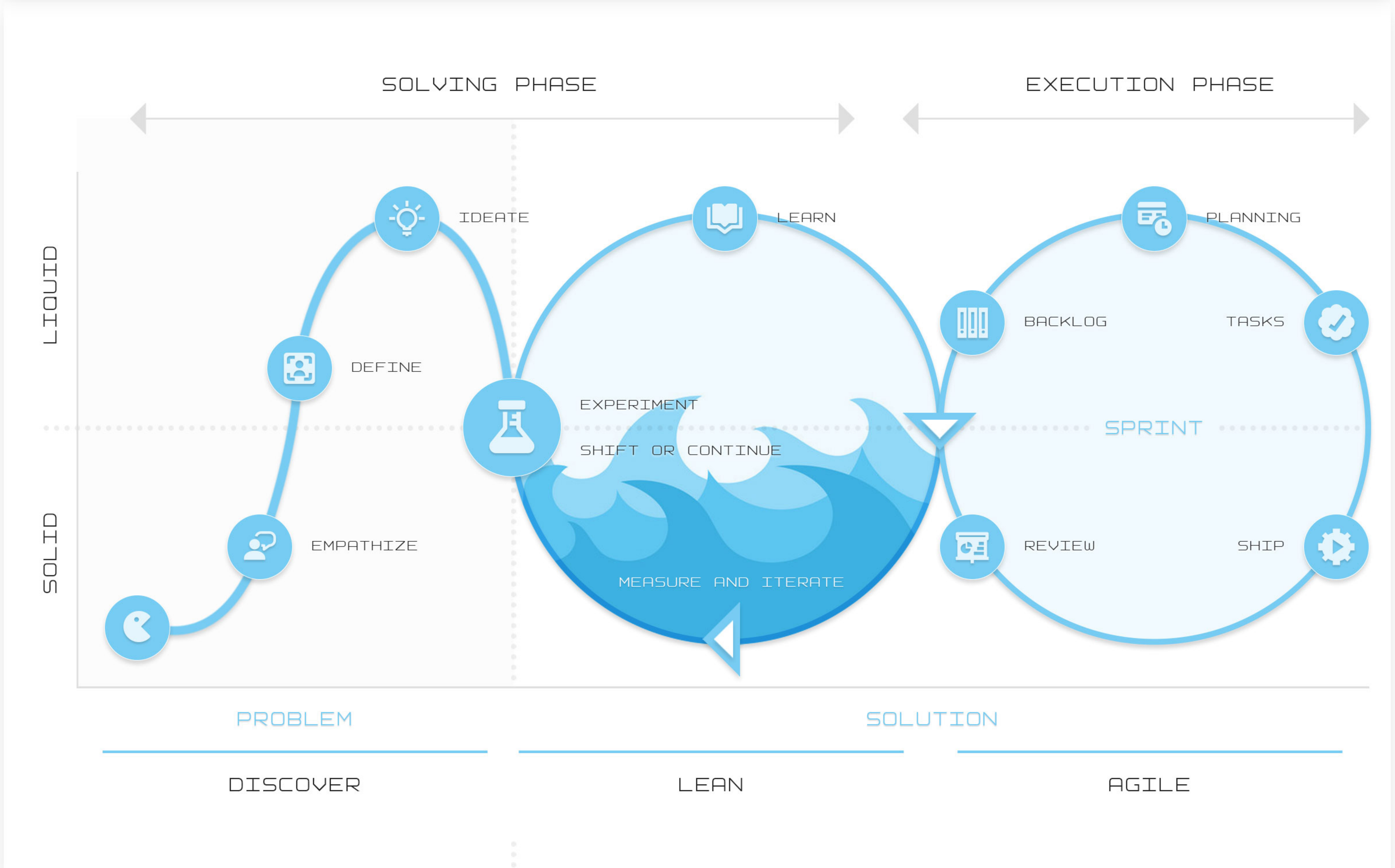
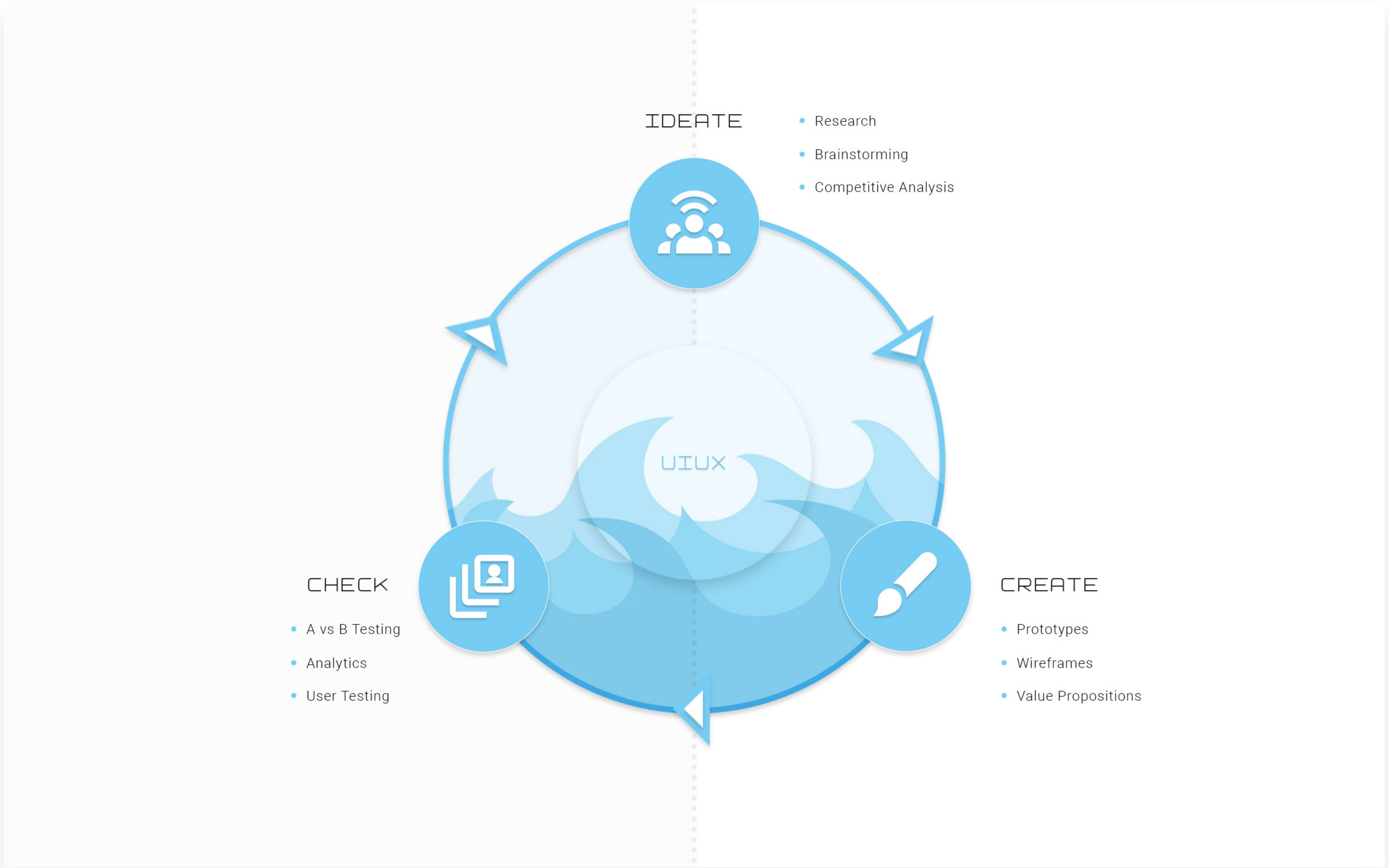
<https://esteelauder.com>

### UIUX Designer at Estée Lauder

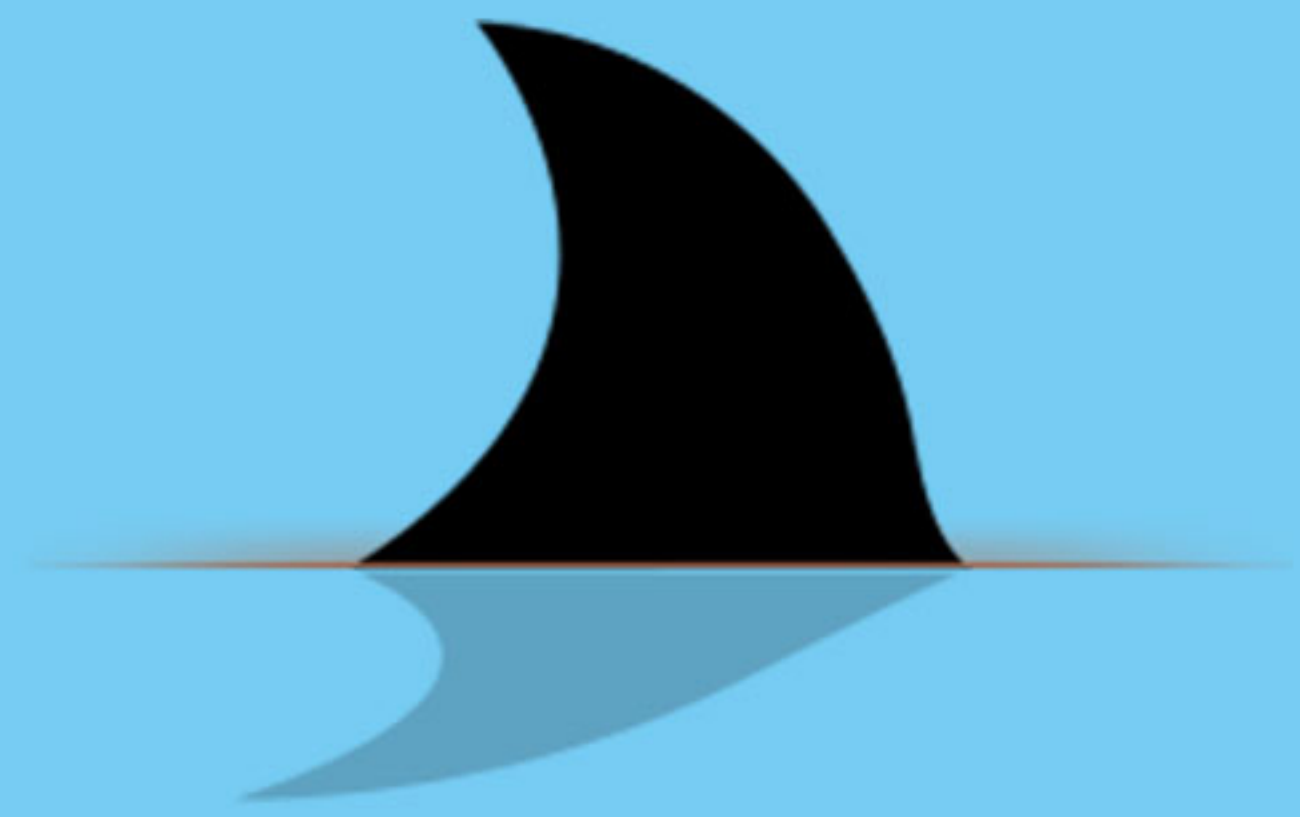
☞☞ I'm sincerely going to miss Mike! Our Design Jam sessions at Estée Lauder were honestly the best hour of the entire work week! Mike has invaluable wisdom, undeniable clarity, and tremendous work ethic. He is truly a master of his craft and an all around incredible person! I am extremely thankful to have had the pleasure of working under his guidance. Wishing him nothing but happiness and success in all his future endeavors.



# Adaptable Methodology







T H A N K Y O U

LINKEDIN • PORTFOLIO • CONTACT



SAY

A L O H A

!