

REILLY SULLIVAN

Digital Design Director · UX/UI Design Consultant

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PROFESSIONAL EXPERIENCE

UX/UI Freelance Consultant Jan 2025 – Present

Independent UX/UI design and product strategy consultant for e-commerce, marketing tech, media, and early-stage AI clients - spanning heuristic audits, information architecture, and end-to-end product design that drove measurable gains in conversion, engagement, and usability.

RECENT WORK

Digital Design Director Feb 2025 – Present

Independent - E-commerce, Marketing Tech & Media Clients | Remote

- Directed end-to-end brand identity, visual storytelling, and multimedia campaigns for clients across e-commerce, marketing tech, and media sectors, **managing a team of design associates** across concurrent engagements.
- **Accelerated stakeholder alignment within the first week of engagement** on a multi-brand client's UX priorities, as measured by a company-wide findings presentation, by conducting a full heuristic audit with severity-rated issue tracking.
- **Unified navigation and IA across a parent/subsidiary brand ecosystem**, replacing a fragmented multi-entity structure with a cohesive global header and nav strategy.
- **Shipped 6 high-conversion landing pages in under 10 weeks**, concept to launch, ahead of schedule and praised by the client for delivery efficiency.
- **De-risked a high-complexity backend build**, as measured by on-time delivery of launch milestones across cross-functional sprints, by scoping technical feasibility and trade-offs with front-end engineers and technical leads.
- **Reduced data-entry error risk for multi-pet households** by conducting UX research and architecting structured, taggable health-logging flows for an early-stage AI veterinary care app.

UX/UI Product Designer & Strategist Mar 2025 – Present

Omakase Art Collective | Denver, CO

- **Scaled inventory sell-through from single-digit conversion to 52%** across three iterations - including a **41% lift between iterations 1 and 2** - by redesigning auction flows, pricing architecture, and automated bid-notification logic each sprint.
- **Eliminated a key friction point in the buyer journey** by architecting a custom Shopify-integrated silent auction and checkout system from the ground up, closing the gap between live pop-up sales and digital purchasing.
- **Shortened the feedback-to-iteration loop** for platform UX by running pop-up exhibitions as live UX research environments, translating real-time artist and attendee input directly into interface and conversion-flow changes each sprint.
- Transitioned to an ongoing advisory role in 2025, providing ad hoc UX consultation and strategic guidance as needed.

UX Researcher & UI Designer Jan 2025 – Mar 2025

LYNK Horse Betting Platform

- **Drove a +34% lift in core platform engagement and a 22% reduction in early-funnel drop-off** by replacing cognitively overloading open-ended chat fields with a structured "Suggested Prompt" system and lightweight onboarding.
- Partnered with AI engineers to translate a complex backend into a real-time mobile chat interface, **running live user testing on-site at Kentucky Derby Day** to surface friction under real race-day conditions.
- **Benchmarked navigation, onboarding, and mobile usability** across FanDuel, TVG, and TwinSpires through a competitive UX teardown, informing the interface architecture.
- **Balanced monetization against usability** under legal constraints by designing the supporting chat UX system architecture, including compliant ad placement and multi-conversation handling.

Graphic Designer & Digital Marketing Consultant Jun 2018 – Feb 2025

Reilly Sullivan Design | Remote / Denver, CO

- Designed visual materials for B2B presentations, product packaging, and brand collateral, aligning visual direction with user needs and business goals.
- Translated complex messaging into clean, compelling visuals for clients across tech, nonprofit, and consumer goods industries.
- Developed logos, brand systems, and motion graphic concepts for social and digital campaigns using Adobe Creative Suite, Figma, and Canva.

EDUCATION

UX/UI Design Certificate - University of Denver Sep 2024

Bachelor of Arts, Communication - Minor in Marketing - University of Denver Jun 2018