

DARIAN O'REILLY

UX Design Lead - Meridian Health 2012 – Present

Key Accomplishments:

- Lead the effort to redesign, restructure and rebuild Meridian Health's 800+ page responsive site on a new CMS platform.
- Designed and programmed responsive community site for Meridian Weightless
- Designed and programmed responsive site for Meridian Urgent Care
- Designed and programmed responsive site for Meridian After Hours
- Redesigned and implemented a new strategy and look for Doctor Bernard's Kids Clubhouse increasing site visits by 166%
- Managed redesign and development of Meridian Momtourage, a 150+ page online community and health resource for women in Monmouth and Ocean Counties
- Launched Meridian's HealthViews App giving subscribers the opportunity to read HealthViews magazine on their mobile devices
- Redesigned Team Meridian and worked with internal IT team to implement design.

Responsibilities:

- Creating and implementing Information Architecture and Web Designs for all new interactive initiatives
- Developing concepts and strategy for the migration of Meridian Health web properties to responsive design model
- Designing and developing micro-sites for Meridian's service line offerings Managing Google Analytics reporting and all SEO and PPC campaigns
- Strategizing and recommending online trends for mobile, web, PPC and SEO efforts

Tools Utilized: Responsive Design, Photoshop, Dreamweaver, HTML5, CSS, Javascript, PHP, Cold Fusion, VISIO, Wireframes, Sitemaps, Google Analytics, Google Adwords

Partner/Lead Designer - 6.14 New Media 2006 – 2013

- Acted as sole designer, information architect and developer for various interactive projects for agencies and direct clients including Meals on Wheels, Autism Speaks, Seasonal World, Mortgage Market Guide and Friends of Jazz
- Collaborated with in-house project teams to complete sites to specifications
- Redesigned, developed and optimized nonprofit site directed at seniors and their caregivers resulting in a 400% increase in total traffic over a period of 4 months
- Redesigned and developed 150 page consumer website for New Jersey's leading swimming pool installer
- Executed conceptual planning, architecture and design of "The Entertainer" iPhone app
- Designed, developed and deployed broadcast emails featuring new product announcement and special promotions through ConstantContact

Tools Utilized: Photoshop, Dreamweaver, HTML5, CSS, Javascript, PHP, Cold Fusion, VISIO, Wireframes, Sitemaps, Google Analytics, Google Adwords, Constant Contact

CONTACT

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EXPERTISE

Responsive Design

User Experience

Information Architecture

Web Development

Mobile App Design

Logo Design

Google Analytics

SEO

PPC

CMS Content Management

ABOUT ME

I have been building sites from the ground up for the last 17 years for a wide array of clients ranging from Fortune 100's to local non-profits. I am an accomplished web designer with a talent for responsive design and UX. As a proficient front end Web developer I hand code HTML, CSS and Javascript and have extensive experience with all aspects of Information Architecture. I am well versed in SEO strategy, PPC and analytics as well.

Lead Web Designer - NJSFDA 2007 - 2010

- Managed all day to day maintenance and upgrades of 600+ page non-profit DotNetNuke based site serving over 900 members and the general public
- Acted as key Graphic Designer and Information Architect for all new online initiatives
- Wireframed, designed and developed micro-sites for special initiatives and projects of the association and its strategic partners
- Executed design and development of monthly e-mail newsletter, informational e-blasts and all other broadcast e-mail communications
- Optimized usability of NJSFDA.org and all associated sites for public, members and staff using HTML/CSS/Javascript
- Restructured and maintained NJSFDA intranet by regularly acting as liaison with staff members to determine and best serve the business needs of the association

Tools Utilized: VISIO, Wireframes, Sitemaps, Photoshop, Dreamweaver, InDesign , HTML, CSS, Javascript, PHP, DotNetNuke, iContact

Senior Web Developer/Information Architect - Marketsource 1999 - 2001

- Acted as lead developer for client sites such as Alloy 360 Youth, Arizona Jeans, Arrid, Athenos, Cheez Whiz, Contiki Travel, First Response, Hershey, Imodium, Motrin, Nair, Pepcid, Revlon Streetwear, Splenda, Trojan and Tylenol
- Created and maintained Information Architecture documents including wireframes, story-boards and VISIO sitemaps for over 30 youth marketing and consumer pharmaceutical projects
- Maintained chat, message board, database and sweepstakes functionality of multiple Fortune 500 sites
- Collaborated with designers and programmers to create Webby award winning Arizona Jeans site

Tools Utilized: VISIO, Wireframes, Sitemaps, Photoshop, Homesite, Director, HTML, Javascript

Web Developer - ePresence 1997 - 1999

Headed production team for over 60 web development projects for clients such as Lucent Technologies, Merrill Lynch, Nations Bank, Insight Communications, Foodtown, NCR and Northpoint Communications

Tools Utilized: VISIO, Wireframes, Sitemaps, Photoshop, Homesite, HTML, Javascript

EDUCATION

Barnard College, Columbia University, New York, NY - BA in Sociology 1996

DESIGN

Photoshop, Dreamweaver, Illustrator, Flash, InDesign, Acrobat, VISIO, Responsive Web Design, User Experience, Information Architecture, Sitemaps, Storyboards, Wireframes, Mobile App Design

HANDCODING

HTML, CSS, Javascript, XML, PHP