

PLEASE ALLOW ME TO
**INTRODUCE
MYSELF**



Hi, I'm LauraJane Reilly*,
but you can call me **Laura.**



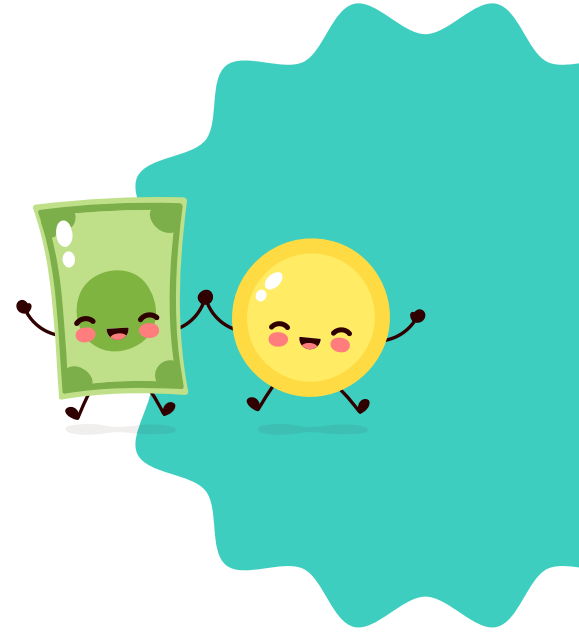
I am a creative problem solver, manager, and designer.

*I sometimes go by my moniker, TheThumbprint.
I often work in visual identity. Get it?



Soft Skills

Talking to people to figure out what they *really* want



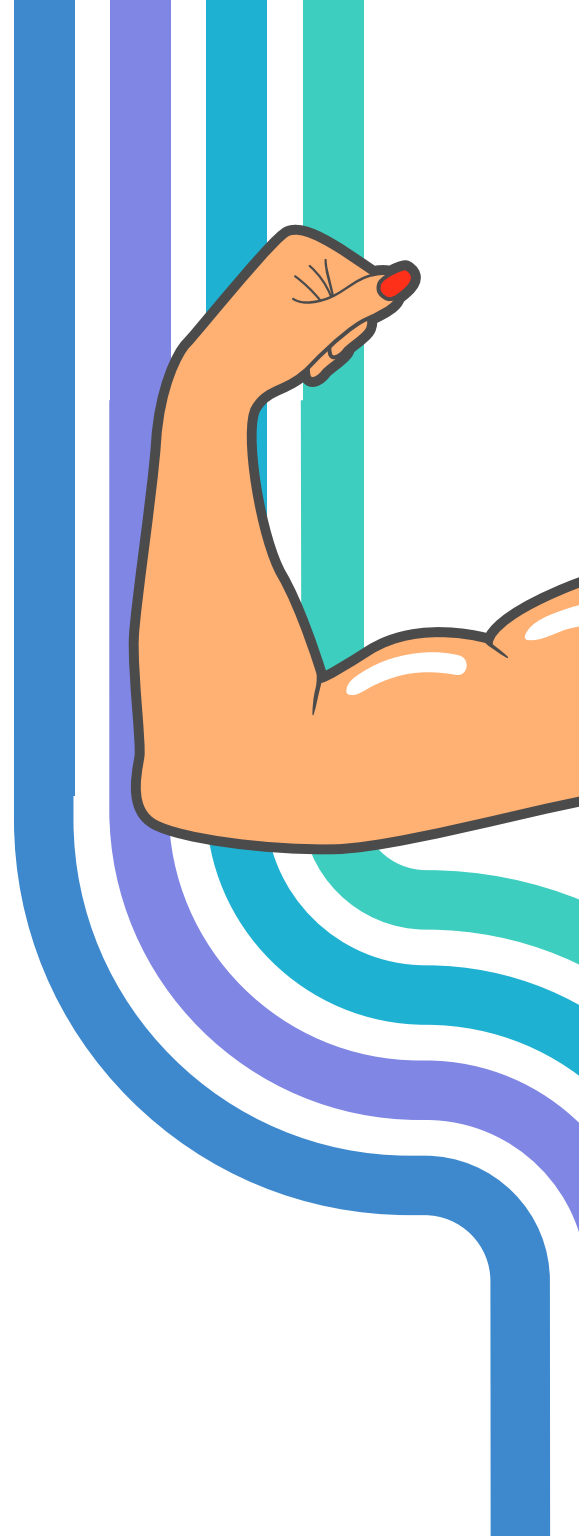
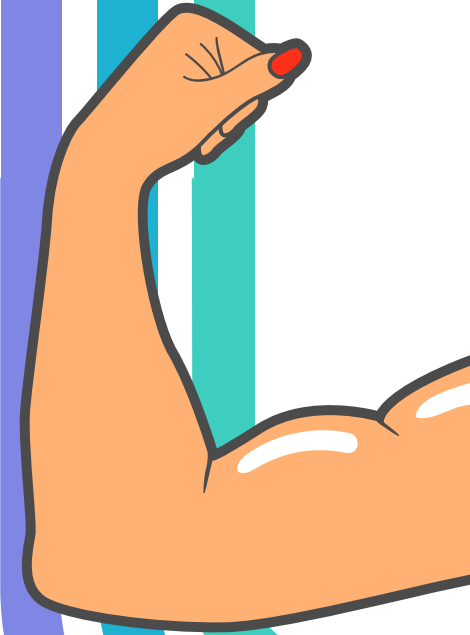
Identifying what needs to be done
and addressing it directly

Solving complicated problems to make things
faster, easier, and **better**

Hard Skills



webflow



Edumacation

Educaption

Education

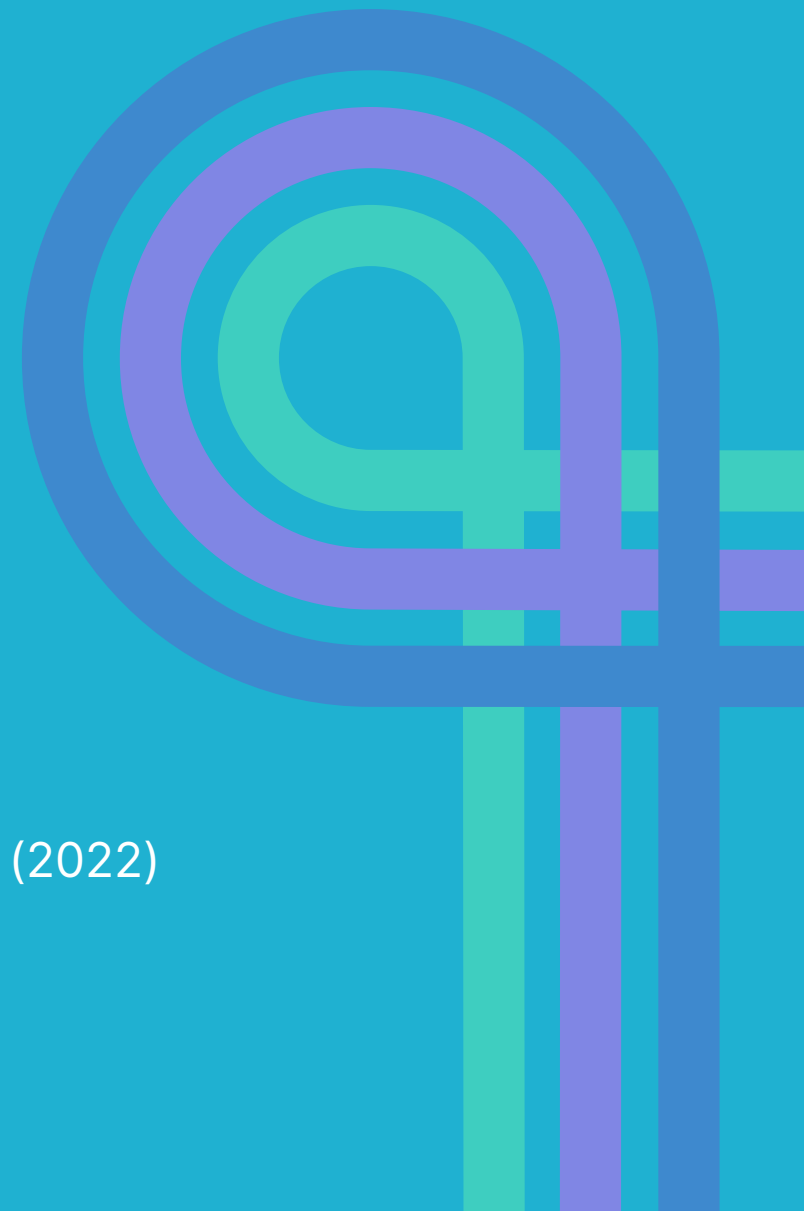
Rowan University
BFA in Graphic Design and Illustration

Ocean County College
AS in Psychology and Liberal Arts

Recent Certifications

John Hopkins University
HTML, CSS, and Javascript for Web Developers (2022)

Scrum Alliance
Certified ScrumMaster (CSM)



Clients

NETFLIX



SONY



LIONSGATE

LIONSGATE



CURRENT

Work Experience

**Interactive
Designer**

myYearbook.com
(2008-2011)

**Senior Promotion
and Marketing
Designer**

TheMeetGroup
(2011-2012)

**Creative
Director**

Social Theater
(2012-2018)

**Senior Director of
Advertising Products**

ParshipMeet Group
(2019-Present)

Founder

TheThumbprint.com
(2001-Present)



I am here now

FUTURE

Work Experience

WISH
YOU
WERE
HERE



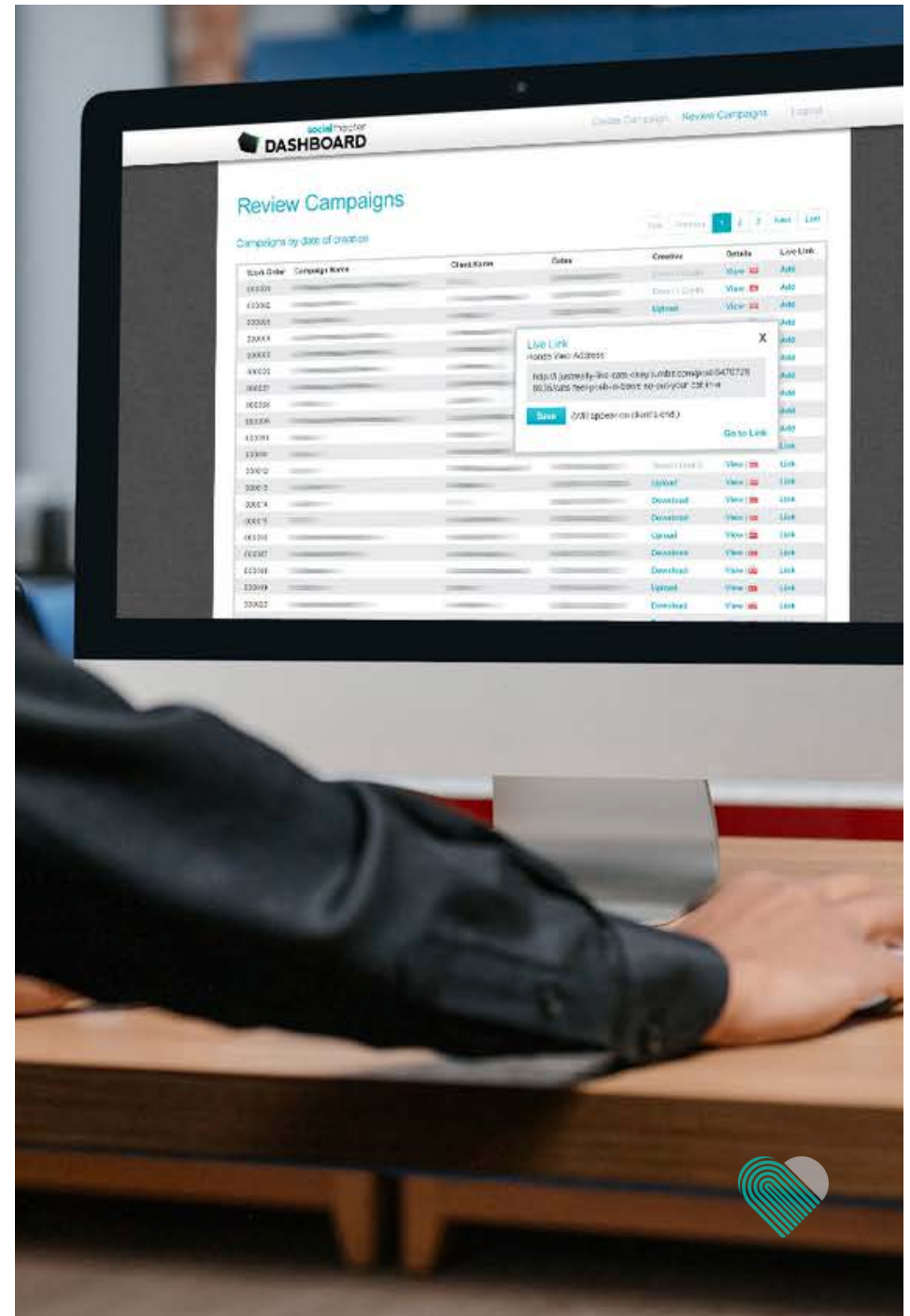
Portfolio Projects

UX/UI PROJECT

A Seamless UI Overhaul

Challenge: Inherited a confusing UI for managing ad campaigns. Delays and errors plagued the process.

Solution: Streamlined the UI with clear workflows. Campaign creation went from 45+ minutes to under 5!



Before

Preview Campaign Client Campaign URL: //ads.socialtheater.com/view/140204 Internal Testing Campaign URL: //ads.socialtheater.com/view/140204?subid=1442926062

Campaign Details

Offer ID: 63007
Type: Social Theater Campaign
Add New Social Theater Campaign >
Name: St Brand Camp: American Girl Pledge Web
Status: ☒ Active ☐ Paused
Active Dates: 2015-09-02 to 2015-11-01

Components

Add Components >

ID	Nav	Name	Required	Run 3rd Party Completion	Delete
1.	▲	Brand Video: American Girl Pledge Web	Exit	☒	☒
2.	▲	Brand Visit Site: American Girl Pledge Web	Exit	☒	☒

Distribution

Network: Social Ingot
Network Payout: 0.07
Interval Limit: 1 year
Completion Limit:
Daily Cap:
User Daily Completion Limit:

ST Interface

Language: English Show Text >
Claim Reward Step: ☐ Hide Step
Progress Bar: ☐ Hide Bar

Demos

☐ Include on Demos Page

Save

After

socialtheater DASHBOARD Create Campaign Review Campaigns Logout

Create Campaign

Campaign Details

Name:
Dates:

Component Details

Choose Component(s):
Video is required, you may pick one additional component.

Video Facebook Share Facebook Like Twitter Tweet Twitter Follow Pinterest Pin It Pinterest Follow Visit Site

Steps	Name	Units	Costs Per Completion
1	Video	Enter Amount	\$0.00

ST Interface

Platform: ☒ Desktop ☒ Mobile
Language: English

Targeting

Summary

Reach #
Units #
Price #

I led the design team, crafting wireframes, UI layouts, and specs.



ADVERTISING PROJECT

The Smurfs Movie's Game

Challenge: Design a captivating game for The Smurfs Movie, engaging fans of all ages.

Solution: "Find Smurfette" mini game: A fast paced hidden object challenge where players spot the iconic character!



Smurf Playthrough

I owned the game concept, design, and development hand-off. I created wireframes, designs, revisions, design specifications, and developer documentation.

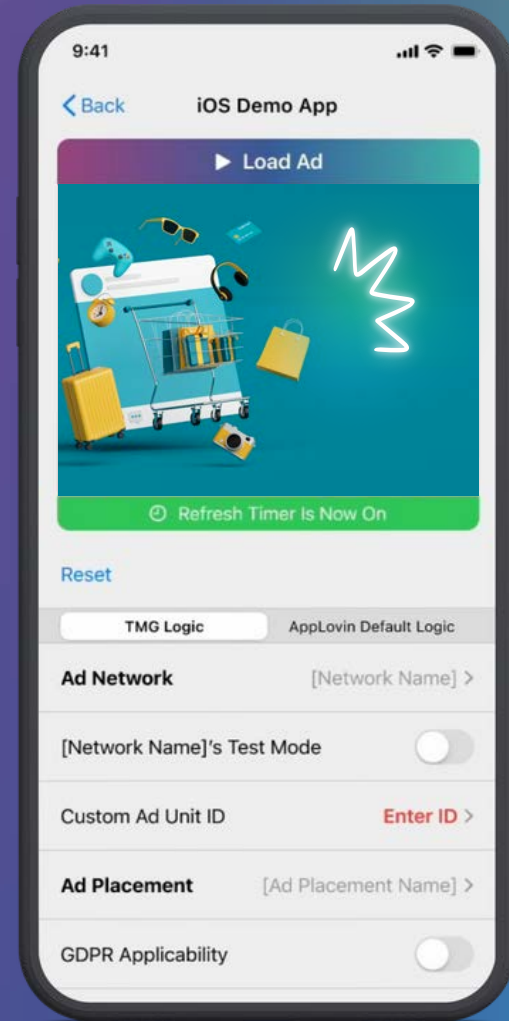


UX/UI PROJECT

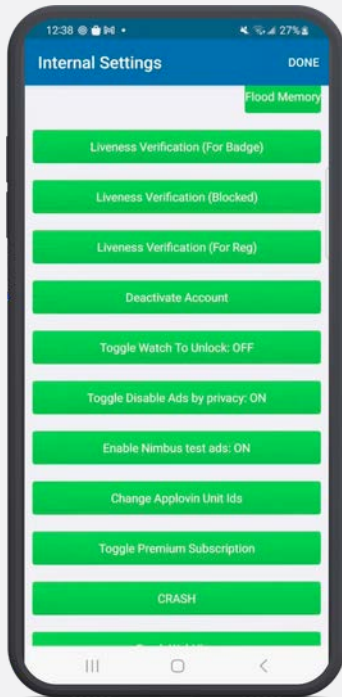
Advertising Demo App

Challenge: Buggy app hampered ad testing, hindering smooth ad launches.

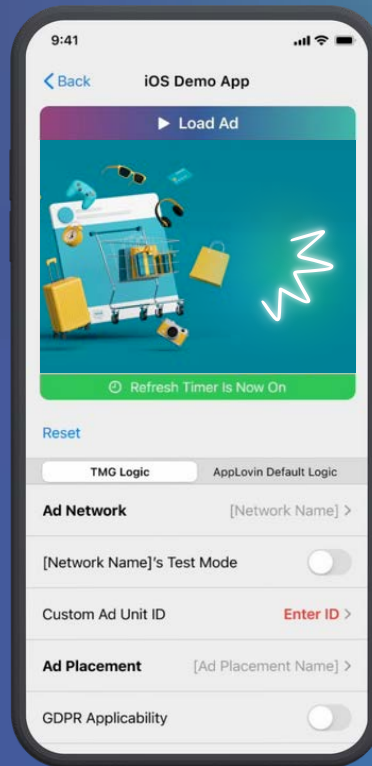
Solution: Built a user friendly app for flawless ad testing. It has a scalable framework, ensuring easy feature updates for years to come.



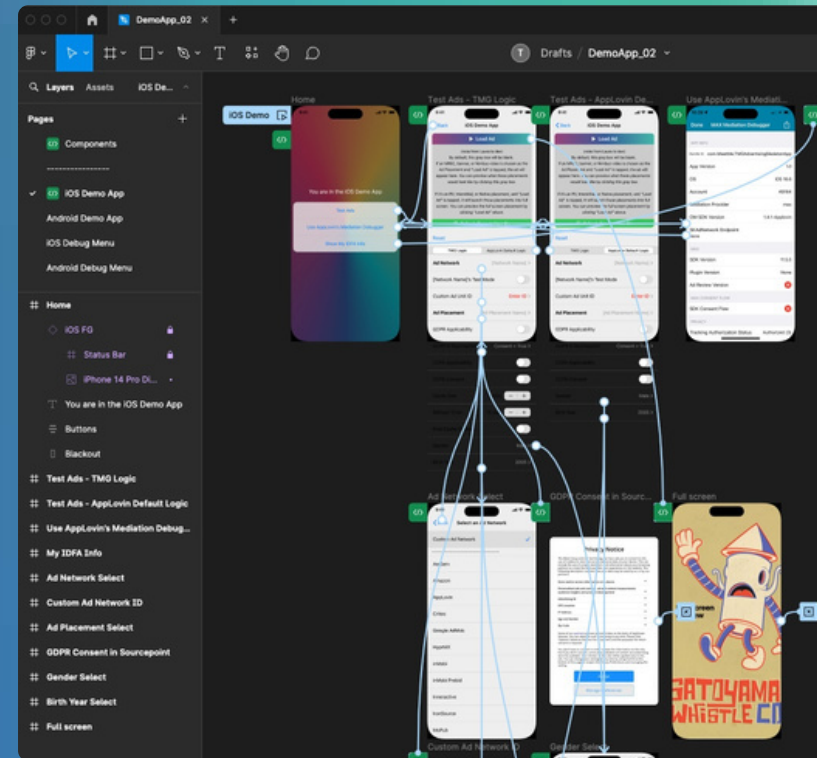
Before



After



Behind the Scenes



Owned the UI and UX:
Defined users, researched competitors, prototyped, and designed a user centric experience through iterative testing and refinement.



To See More of My Work



thethumbprint.com



Thank you.



Now, let's chat.

Laura Reilly

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