

HOPE REYNOLDS

hopereynolds.com
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San Francisco, CA

EXPERIENCE

Art Director

Odopod, Jan 2018 - Present

- Established and owned a comprehensive creative vision for several product design and marketing projects.
- Led design teams for 10 projects while taking ownership of the design system. Articulated the visual and interaction design clearly to others.
- Led client presentations and engaged in conversations with clients to interpret real-time feedback. Created presentation decks to show the entire design system, system elements and interactions.

Senior Designer

Odopod, Nov 2016 - Jan 2018

- Established cohesive design systems that linked multiple pages and concepts together. Defined design direction and styles that junior designers could incorporate into their designs.
- Presented to clients confidently and persuasively.
- Coordinated and directed more junior interaction designers. Mentored other designers by providing advice, guidance and support.

Designer

Odopod, Apr 2013 - Nov 2016

- Learned to interpret, perfect and extend existing design directions with minimal direction.
- Contributed viable, well-thought-out and inspiring ideas constantly throughout a project.
- Thought holistically about overall user experience. Identified design problems and learned to solve them autonomously.

EDUCATION

BFA in New Media Design
Rochester Institute of Technology, 2013
3.8 GPA - Dean's List all quarters

CLIENT LIST

Audemars Piguet
Blu Homes
Caavo
EA
eBay
Genentech
Google
GoPro
Hennessy
Minted
Quizlet
Sam's Club
Sephora
Sonos
Tesla

INTERESTS

Archery
Traveling
Creative cooking
Natural DIY skincare
Tea
Sci-fi
Painting
Modern calligraphy
Kombucha brewing