

reba joy

A Multi-Disciplinary Designer that Leads with Humanity

New Orleans, Louisiana | 504.722.0169 | rebajoybillips@gmail.com

about

Over the past 13+ years of working as a creative professional, I have worked in every capacity, from team lead to individual contributor, which has helped me cultivate a true sense of what it means to lead, and support the people around me to generate growth and positively effect change within teams and organizations.

education

B.A. in Visual Arts, Graphic Design,
Loyola University New Orleans 2011

skills

- | | |
|--------------------|---------------------|
| Graphic Design | Presentation Design |
| Visual Design | Art Direction |
| UX Design | Concept Development |
| Project Management | Motion Graphics |
| Illustration | Advertising |
| Branding | Front-End Design |
| Brand Management | Social Media |
| Creative Strategy | Content Creation |
| Team Collaboration | |

software

Adobe Indesign • Adobe Photoshop • Adobe XD • Adobe Illustrator • Adobe Edge • Adobe Animate • Adobe After Effects • Hype • Figma • FigJam • Microsoft Office Products
Google Office Products

professional experience

Litify

UX Designer

November 2021-Present
Remote based in NYC

UX product designer for Litify, working on a legal document management product with four extensions. This product covers features from document management, document generation, a Microsoft Word plugin, Microsoft Word online, and a Microsoft Outlook email add-in.

key accomplishments

- Facilitate user research with clients that helps us better understand client needs for specific features and overall product evolution.
- Translate user research into visual solutions that meet client expectations.
- Work with engineering to make technically feasible solutions that meet design specifications.
- Work to streamline communication with engineering and product stakeholders for more easeful solutions and development of pixel-perfect products.
- Create wireframes, prototypes, and components in Figma to communicate visual solutions to solve problems for our users.

Bottom Line

On a daily basis I create visual solutions by researching, wireframing, and prototyping features for a complex product that combines document management, document generation, a Microsoft Word plugin, Microsoft Word online and a Microsoft Outlook email add-in.

The National WWII Museum

Senior Director of Creative Strategy

September 2016-October 2022
New Orleans

Creative Director of the design and web team of five, while co-leading the greater marketing team of 16. Together, we created and maintained all internal and external marketing materials for over 16 individual departments.

key accomplishments

- Developed the foundational process and methodology for managing the creative and photographic assets for our department of 16 people, and the greater organization of over 200, including external vendors.
- Creative lead for the Museum's first internal 360 Advertising campaign. This campaign included: Print ads, broadcast, radio, and additional marketing collateral for PT-305.
- Designed and managed multiple print publications for the Museum in addition to contributing to the website redesign and the visual design of numerous websites, landing pages, and digital experiences.

Bottom Line

Created and managed 5 major publications for the Museum and elevated the visual design and experience of our digital, event, and print products.

The Idea village

In House Art Director

August 2015-September 2016

New Orleans

Led and conceptualized all in-house designs for the strategic design thinking, experiential, print, and motion design for the New Orleans Entrepreneur Week (NOEW) Festival.

key accomplishments

- Collaborated with developers to create UX Design solutions for a responsive website for the festival
- Created over 200 unique pieces for this event including event signage, animated banners, motion graphics, print, and experiential design
- Created and evolved the creative process to meet all goals, and deadlines to exceed attendance metrics.

Bottom Line

Developed over 200 unique pieces featuring digital, print and experiential tactics.

Scout: An intentional design duo

Co-founder / Creative lead

January 2015-Present

New Orleans

Co-founder of an intentional design studio that works as an extension of agency partners, and with small businesses to build brands, design advertising campaigns and materials to meet their specific and unique goals.

key accomplishments

- Effectively gathers creative business requirements and educates key stakeholders regarding branding best practices and the design process.
- Cultivates brands that align with client objectives and expands their reach with potential customers and clients

Bottom Line

Successful studio that has worked with agencies and businesses to create transactional brands and campaigns

Peter Mayer Advertising

Associate Art Director / Studio Designer

August 2011-August 2015

New Orleans

Visionary creative designer managing the development of marketing materials for a diverse portfolio of national brands using a variety of mediums

key accomplishments

- Promoted to the Associate Art Director position following the exceptional creation of over 5,000 pieces of direct mail for CenturyLink, the third-largest telecommunications company in the United States.
- Creative design solutions to support Zatarains for an effective launch of the Crawfish Takeover campaign with engaging environmental designs.
- Strengthened client trust in the ability of the agency to successfully represent and reach target audiences.
- Effectively managed client budgets and project deadlines while progressively coming up with new methods to overcome design limitations.

awards

Typography Served
AIGA New Orleans Design Award
Ad Club New Orleans