

Reb Yourkiewicz

PRODUCT INNOVATOR & TEAM LEADER

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PORTFOLIO REBYOURK.COM

DIRECTOR - UX, FEWD & CREATIVE

Bath&BodyWorks.com / Columbus, OH / 2018 – 2020

Responsible for UX/UI, Front End Web Dev & Loyalty Creative team leadership for the Bath&BodyWorks website and app products. Work included e-commerce & loyalty app user experiences, front end web development and creative content, including video & photography.

Highlights: Demand driving projects including; optimized e-commerce shopping templates to support new promotional strategies. Mobile checkout optimization, personalized content and implementation of Apple Pay.

ASSOCIATE CREATIVE DIRECTOR

Bath&BodyWorks.com / Columbus, OH / 2014 – 2018

Responsible for the UX/UI & FEWD of the website and app products. Responsible for directing, creating and presenting seasonal art & creative direction aligning with marketing strategic briefs. Management of and collaboration with art directors, copywriters & web designers.

Highlights: Led UX/UI & FEWD teams in re-platform of website to Salesforce Commerce Cloud, collaborating with multiple 3rd parties and system integrators. Led UX/UI and creative design of BBW's first ever Loyalty Program and app.

ART DIRECTOR

Bath&BodyWorks.com / Columbus, OH / 2009 – 2014

Responsible for site and email art direction to support day-to-day promotional business. Including art direction for campaign photo shoots, e-commerce photos, web design, email design & print collateral.

Highlights: Led UX/UI & FEWD redesign of website. Conceptualized the visual look and feel, and worked closely with off-shore front end developers bring the vision to life. Collaborated with eBay, our back end technology partner, to integrate the new front end with the existing platform.

WEB DESIGNER

Freelance / Columbus, OH / 2006 – 2009

Freelance designer for various clients in the retail and pharmaceutical industries.

Clients: EXPRESS, Resource Interactive, Stonefly Comm., Nationwide Ins., GSW

ART DIRECTOR

Pinnacle Advertising / Los Angeles, CA / 2001 – 2005

Responsible for design and production of print & web advertising for the entertainment industry.

INTERACTIVE DESIGNER

ReporterTV.com / Hollywood, CA / 1999 – 2001

Responsible for graphics packages for internet entertainment news show.

EDUCATION

Bachelor's of Fine Arts, 1998

Ohio University

Concentration: Ceramics

LEADERSHIP

Team Development

Digital Roadmap Management

Cross-Functional Team Leader

Multi-Channel Campaign Development

TOOLS

Expert

Adobe Creative Cloud

Microsoft Office

Proficient

Confluence/Jira

InVision

Familiar

Sketch

Adobe XD

HTML/CSS

Capture One

Validately

METHODS

UX Research

Prototyping

Competitive Analysis

Journey Mapping

Usability

Focus Groups

Agile Development

A/B Testing