4280 Alpenhorn Dr NW
Apt 1B
Comstock Park, MI 49321

Rob Reed

Reedesign.org
design.rob.reed@gmail.com
(269) 408-6888

Summary

Rob Reed is a professional Graphic Designer, 3D Animator, Project Manager, Web Designer, Content Specialist, and more. I have both a Bachelors in Applied Science through the Digital Animation and Game Design program from Ferris State University and an Associates of Applied Science from Northwestern Michigan College from their Visual Communications program. I am an ambitious individual with a strong work ethic and experience in both at home and in office environments ranging through self-employment, contract work, and full time positions.

Experience

Freelance Art & Graphic Design (2013-Current) Wonderment

Provide clients with tailored solutions to their design needs. Client base primarily involves small businesses and startups, but has grown to include major corporations. Maintain working knowledge of design trends and user experience design to better advise clients. Often need to create brand identity packages for clients, including logos, websites, business cards, letterheads, envelopes, and signage. Listen to and adapt client feedback into usable results. Create and implement digital advertising campaigns across social media platforms. Manage SEO on client accounts and run SEM campaigns as directed. Maintain proper communication with clients and communicate task management procedures with them when required. Create project one sheets for clients after completing jobs to go alongside the invoice. Create design documents to communicate the steps and procedures used during a project. Create pitch documents for clients investors. Create project plans based on personal knowledge, experience, and client input; which details every aspect of the job, most often this includes the projects major needs, prioritized stakeholder lists, quality assessment plans, strategy, milestones, schedule, work breakdown structure, risk assessment and mitigation, and a preferred communication model.

3D Artist/Graphic Design (2014-Current) Lord & Lady Construction

Responsibilities are to create realistic renderings of select upcoming building projects. Follow brand style guide when creating layouts for use in estimates. Create banners for use on major job sites. Manage social media presence using provided content.

Print Designer (2015) AblePress Magazine

Responsibilities centered around graphic design to create pamphlets and brochures to help with advertising this startup digital magazine. Create letterhead, business cards, and envelopes for use when contacting advertisers. Advise web and digital designers as requested.

Production Manager, Graphic & Ad Design (2012-2014)

Started as a designer and worked my way up. Final responsibilities included managing design staff along with their tasks. Work with and manage copywriters, editors, photographers, and advisors while offering help with their jobs as needed. Ensure deadlines are met for myself and employees across all projects for us to print on time. Attend weekly meetings with other team leads to communicate expectations and needs. Create page layouts and designs while utilizing typography, color theory, and tone to draw in more active readers. Create advertisements for our ad-space and touch up images.

Education

Harvard University - Online
Computer Science Program(2022 - Current)

Ferris State University
B.A.S. in Digital Animation and Game Design (2014 - 2018)

Northwestern Michigan College
A.A.S. in Visual Communications - (2012 - 2014)

World Typography Seminar in Amsterdam; aTypI (2013)

Toolset

Due to my time spent in school and continued dedication to my craft I have a broad and extensive array of digital tools at my disposal. Learning new tools is a quick process for me, and I enjoy learning the ins and outs of whatever utility a program has to offer. Below is a list of programs that I currently employ in my design processes.

- Adobe Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Adobe Flash/Animate
- Adobe Dreamweaver
- Adobe Audition
- Adobe Media Encoder
- Adobe Bridge
- Adobe Acrobat DC
- Adobe Commerce (Magneto)
- Google Analytics
- Google Drive
- Google Lighthouse
- Google Polymer
- Google Puppeteer
- Google Color Tool
- Google Docs
- Google Scribe
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Microsoft OneNote
- Microsoft OneDrive
- Microsoft Teams
- Zoom
- Windows Device Manager
- Wix
- Squarespace
- Final Cut Pro
- Intuos Wacom Tablet Pro
- 3D Studio Max
- Autodesk Maya
- Blender
- Zbrush
- xNormal
- 3d-Coat
- V-Ray
- Renderman
- Unreal Engine
- Asana
- Teamviewer
- Audacity
- HP Reveal
- OBS Studio
- Toggl
- DALL-E 2
- Waveform 11

Organizations

American MENSA *(High IQ Society)* - Member
National Society for Collegiate Scholars - Member
Business Profit Engine - Member
American Optometric Association - ParaOptometric Professional

Unique Traits

Bone Marrow Donor: Proof of my character and values
Knight of the Sovereign Military Order of Sealand: Proof of my value to others
Cancer Survivor: Proof of my tenacity to overcome difficulties
MENSA Member: Proof of my intellect
Open AI Enthusiast: Proof of my commitment to cutting edge technologies

Interests

Learning, Arts and Culture, Nature and Environment, Science, Video Games, Architecture, Education, Self Improvement, Psychology