



# ROB REED

## MULTIMEDIA DESIGNER

✉ design.rob.reed@gmail.com

🌐 www.Reedesign.org

☎ (269) 408-6888

📍 Batavia, New York

## Education

**Ferris State University**  
Bachelors of Applied Science  
Digital Animation & Game Design  
2014 - 2018

**Northwestern Michigan College**  
Associates of Applied Science  
Visual Communications  
2012 - 2014

**World Typography Seminar**  
Amsterdam; aTypI  
2013

## Skillset

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Premiere  
Microsoft Word  
Microsoft Excel  
Project Management Software  
3DS Max  
ChatGPT

## Career Objective

I am an experienced multimedia designer with over 10 years of experience in graphic design, video production and animation. My technical expertise, diverse toolset, project planning abilities, creative problem-solving skills and knowledge of current industry trends guarantee that I will be a valuable addition to your team.

## Work Experience

### Multimedia Designer

#### Thermal-Tec

- Reduced budget spending on print materials by over 40% through research on vendors and paper stocks while increasing quality.
- Identified an under-targeted audience with pain points that increase our profits by up to 400% while remaining the cheapest option for clients.
- Created mailers which raised our response rates from 0.03% to over 3%.
- Improved SEO rankings up to 12 placements with custom animations and video content.
- Launched Social Media strategies that grew our followers by 25% - 1500% across different platforms.
- Optimized our website content to reduce load times by up to 7,200ms on desktop and 24,000ms on mobile.
- Created new brand rules which resulted in a 4x increase in overall response rate.

### Freelance Marketing

#### Wonderment

- Implemented websites and SEO strategy to drive traffic to online shops and services.
- Worked with dozens of teams to complete projects for major corporations.
- Created brand packages for startups including logos, business cards, brand guidelines, letterheads and more.
- Decreased legal liabilities for clients by creating accessibility focused designs.
- Launched social media campaigns, one of which resulted in winning Best Bakery in Grand Rapids, MI.

### Production Manager

#### White Pine Press

- Achieved a promotion from Designer to Production Manager within 9 months due to my skills and productivity.
- Designed new layouts resulting in multiple awards.
- Increased revenue with a new ad tier made possible by traits of the new layouts.
- Implemented a communication strategy for a reduction in production time by 14%.
- Increased readership increased by an estimated 11%.