

# Rob Reed

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## Summary

Professional graphic designer with Bachelors in Digital Animation and Game Design from Ferris State University and an Associates of Applied Science from Northwestern Michigan College in their Visual Communications department. 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, Grand Rapids, MI**

Provide clients with tailored solutions to their design needs. Primary client base are small businesses and startups. Maintain working knowledge of design trends and user experience design to better advise clients. Often need to create style guides and art bibles for clients, including logos, 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. Maintain proper communication and task management. Create project one sheets for clients after completing jobs. Create pitch documents for clients investors. Create design documents to communicate the steps and procedures used during a project. Create project plans based on limited client input that details every aspect of the job, which most often includes the projects major needs, prioritized stakeholder lists, quality assessment plans, strategy, milestones, schedule, work breakdown structure, risk assessment and mitigation, and a communication model.

### **3D Artist/Graphic Design (2014-Current) Lord & Lady Construction, Northport, MI**

Responsibilities are to create realistic renderings of 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 (part-time 2015) AblePress, Grand Rapids, MI**

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) NMC, Traverse City, MI**

Responsibilities were to manage design staff along with their tasks. Work alongside 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 to use in our adspace. Image correction.

## Education

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

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

World Typography Seminar in Amsterdam; aTypI, Fall 2013

## Toolset

Due to my time spent in school and dedication to my craft I have a broad and extensive knowledge of digital tools at my disposal. Learning new tools is a quick process for me, as most tools have enough similarity to something I already know at this point that its basic functions are often mirrored. Below is a list of programs that I currently employ in my design processes.

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Flash/Animate
- Adobe Dreamweaver
- Adobe Audition
- Adobe Media Encoder
- Adobe Bridge
- Final Cut Pro
- Microsoft Office Suite
- 3D Studio Max
- Autodesk Maya
- Zbrush
- xNormal
- 3d-Coat
- V-Ray
- Renderman
- Unreal Engine
- Asana
- Teamviewer
- Audacity
- HP Reveal
- OBS Studio

## Organizations

American Mensa - Member  
National Society for Collegiate Scholars - Member  
Business Profit Engine - Member  
American Optometric Association - ParaOptometric

## Interests

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

## Unique Traits

Bone Marrow Donor, Knight of the Sovereign Military Order of Sealand, Cancer Survivor, Potato Enthusiast