STEPH REID

ART DIRECTOR



Steph is a multi-disciplinary artist with over 8 years of experience in graphic design, marketing and branding. She's worked in the worlds of wellness, skateboarding, fashion, interior design, political non-profits and education.

Steph Reid

ART SHOW

Now Or Never

Skate Brooklyn Skateshop | Brooklyn, NY | 2023

- Curated a multi-media art exhibition featuring artists from around the world in celebration of Steph's 5 year anniversay in skateboarding at Skate Brooklyn.
- Collaborated with the Harold Hunter Foundation to host a fundraiser the opening night.

EDUCATION

Google Digital Marketing and E-Commerce Certificate

Grow With Google | Coursera | 2023

Scholarship Awarded By: Harold Hunter Foundation

Bachelor of Fine Arts

University of Arizona | Tucson, AZ | 2018

Focus: Graphic Design | Summa Cum Laude

SKILLS

- Art Direction
- Graphic Design
- Marketing
- Photography
- Social Media
- Animation
- Adobe CC
- AI Tools

EXPERIENCE

Art Director / Graphic Designer

ALICE + OLIVIA | New York, NY | 2025–Current

- Directed end-to-end creative and AI-driven campaigns for high-stakes retail events, generating $517.6K in revenue for the Year-End Sale and a +54% YoY lift for the Vault Sale.
- Engineered top-performing monthly email campaigns and comprehensive holiday lookbooks that consistently maximized revenue, open rates, and CTOR during peak shopping periods.

Creative Director

Yoga For Skaters | New York, NY | 2019–Current

- Founder, creative director and community organizer of specialty yoga classes curated for skateboarders.
- Collaborated with Red Bull, Vans, Gotham Park, Harold Hunter Foundation, Girls Rule Project, Dolores, ALO and more to host events around the world including NYC, Munich and Barcelona.

Graphic Designer

Jonathan Adler | New York, NY | 2019–2022

- Directed photo shoots, designed email campaigns, social media and SMS animations, seasonal look books and more.
- Web sales increased 122%, email open and read rates improved, brand recognition increased.
- Successfully trained a junior designer for the creative team.

Creative Intern

Everytown for Gun Safety | New York, NY | 2019

- Developed brand identity of the student-led gun safety activist group, Students Demand Action.
- Engaged their target audience, grew their online presence and united hundreds of grassroots groups around the country.

Junior Graphic Designer

Brooks Brothers | New York, NY | 2018–2019

- Designed digital and print assets including emails, web graphics, animations, in-store store signage and more.
- Assisted on photo shoots and helped ideate concepts with the creative team of America's oldest clothing retail company.

Creative Director

Dismantling Fear | Confluencenter for Creative Inquiry | 2018

- Designed a literary magazine and website for the grant-funded project started by several University of Arizona professors.
- Collaborated with the Confluencenter for Creative Inquiry and the International Rescue Committee to interview, photograph and share the stories of refugees from around the world.

Creative Intern

Spring Studios | New York, NY | 2017

- Mentored by the creative directors as they developed campaigns for luxury brands such as Marc Jacobs, Ralph Lauren and Tom Ford.
- Supported the entire creative process from ideation to delivery.

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