

STEPH REID



DESIGN

CONTACT

steph-reid.com
stephreed3@gmail.com
908.310.2375

EDUCATION

University of Arizona

Bachelor of Fine Arts

2014 – 2018

Emphasis in Graphic Design | Summa Cum Laude

SKILLS

Illustrator	Sketch
Photoshop	Photography
InDesign	Social Media
After Effects	Project Management
Keynote	Public Speaking

CERTIFICATIONS

Yoga Teacher, 250-hrs of Training

New York, NY | August 2015–Present

Currently teaches private classes at Pure Yoga Studio & Yoga for Skaters classes in Cooper park. Experience teaching at events hosted by Harold Hunter Foundation, Alo Yoga, Quell, KCDC Skateshop & Vans. Lead the Jonathan Adler team through virtual yoga & meditation classes during the pandemic. Special guest for a couple of Skate Like A Girl's virtual happy hours. Intends to continue growing & developing as a teacher while sharing what she learns with her community.

Adult & Pediatric First Aid, CPR/AED Training, Red Cross

New York, NY | April 2022

Learned to recognize & care for a variety of first aid, breathing, & cardiac emergencies involving adults, children & infants.

WORK EXPERIENCE

Jonathan Adler, Graphic Designer

New York, NY | Fall 2019–Spring 2022

Collaborated with the marketing & creative teams of this iconic interior design company to produce digital & print content that successfully promoted the brand. Directed photo shoots, designed social media & SMS animations, seasonal look books & more. Web sales increased 122%, email open & read rates improved as well as overall brand recognition.

Carolina Herrera, Freelance Art Director

New York, NY | September 2019

Freelance art director during the Fall 2019 Fashion Week show in Battery Park & opening of the new flagship store on Madison Ave. Designed digital & print collateral to support the events as well as the upcoming seasonal look book.

Everytown for Gun Safety, Students Demand Action Intern

New York, NY | Summer 2019

Mentored by creative director to develop branding of the non-profit's student-led gun safety activist group, Students Demand Action. Created a style guide that established the visual identity & designed social media graphics & animations that engaged their target audience, grew their online presence & united hundreds of grassroots groups around the country.

Brooks Brothers, Freelance Junior Graphic Designer

New York, NY | Fall 2018–Summer 2019

Collaborated with the creative team for America's oldest clothing retailer as a freelance junior graphic designer. Took the creative lead in producing assets for their international St. Jude's Children Hospital campaign as well as their Semi-Annual Sale. Consistently designed emails, web graphics, animations & store signage. Assisted the art director on photo shoots & helped ideate concepts with the creative director.

Dismantling Fear, Creative Director

Tucson, AZ | Spring 2018

Designed a literary magazine & website for the grant-funded project, Dismantling Fear: Voices of Tucson's Refugee Community. Worked with several University of Arizona professors, the Confluentcenter for Creative Inquiry & the International Rescue Committee to interview, photograph & share the stories of refugees within the Tucson community. The goal of the project was to help humanize the perception of immigrants by sharing their stories in a way that highlighted their individuality.

Shamrock Farms, Wildcat Local Roast Coffee Package Designer

Tucson, AZ | Spring 2018

Designed the University of Arizona's first licensed food product, Wildcat Local Roast Coffee, in collaboration with Shamrock Farms. Worked with both parties to develop a style guide for the production of a full line of coffee products. Utilized knowledge from working at the university to create a design that was on brand, yet unique. Products currently being sold on campus & at local Tucson grocery stores.

Spring Studios, Creative Intern

New York, NY | Summer 2017

Mentored by the creative directors of Spring Agency as they developed campaigns for luxury brands such as Marc Jacobs, Ralph Lauren & Tom Ford. Supported the entire creative process, from ideation to launch, of a new Rodan & Fields skincare product. Successfully fostered a positive relationship with clients & co-workers in a fast-paced NYC agency.

University of Arizona Marketing, Student Designer

Tucson, AZ | Fall 2016–Spring 2018

Learned to be creative within the confines of a strict brand identity working as a student designer for the University of Arizona Marketing Department. Mentored by the creative & art directors as they maintained the multi-faceted image of the University's various schools & departments. Developed a keen attention to detail designing logos, stationary, signage, animations & more.