



nicole reid
graphic design
marketing &
creative direction

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LETTERS OF RECCOMENDATION:
upon request

TECHNICAL PROFICIENCIES

YEARS OF EXPERIENCE: 19+ years of experience graphic design. 10+ years senior designer/art direction.

COMPUTER PROGRAMS: Adobe Creative Suite (CC): Illustrator, Photoshop, InDesign; Final Cut ProX, Acrobat Professional, Adobe After Effects, Keynote, Microsoft Office: Excel, Word, PowerPoint

PRINT PRODUCTION: Large format Epson Stylus Pro 9890, Epson Ultra Chrome K3 Vivid Magenta, Canon ImagePress C1+, Mimaki Ultra Violet Ink Jet Printer

AREAS OF EXPERTISE

DESIGN SKILLS: Project creation from proposal through production. Pre-press and print production. Web and digital design including app design. Extensive experience with complex die lines. Design and revamping new and existing brand identities. Photo and video editing and mock-up rendering.

CUSTOMER AND IN-HOUSE COMMUNICATION: Interpret client ideas to generate marketing campaigns and create visual designs for their concept. Explain technical concepts to customers in simplified terms that allow understanding and input. Communicate throughout design and production phases with production managers, paper and tech engineers to ensure viability of ideas and troubleshooting of any concerns.

INDUSTRY EXPERIENCE: Retail, Consumer Packaged Goods, Architecture, Apparel, Appliances, Auto, Business, Cosmetics, Education, Fashion, Financial/Insurance, Food/Beverage, Hospitality, Manufacturing, Pet, Pharma/Healthcare, Spirits, Sports, Tech, Telecom, Toy, QSR, Oil & Gas.

PHOTOGRAPHY: More than 17 years experience taking product photos for marketing materials. Shoot and edit product photos used in design work.

PROFESSIONAL EXPERIENCE

July 2024 - Current

Freelance - Lead Graphic Designer / Creative Direction

Freelance design and production for various industry clients.

April 2013 - July 2024

Americhip Inc. - Senior Graphic Designer / Creative Direction

Lead the Design and Production of print and digital media advertising and marketing projects for Fortune 500 companies from conceptual idea to completed product. Projects include package design, POP displays, catalogs, brochures, flyers, e-blast art, photography, pop-up books, video production, and video sizzle reels.

- Create artwork and work with Advertising and Marketing Teams to generate innovative ways to deliver content and impact target audiences.
- Train and oversee junior designers; manage department scheduling, cataloging, and pre-press / print production to ensure on-time delivery and customer satisfaction.
- Assist clients in coming up with ideas for marketing campaigns and executing their ideas. If client comes in with marketing plan, make that vision come to life in print and/or digital media.
- Take all product marketing photos used in work. Film and edit videos.
- Proactively work with Paper and Tech engineers to ensure all elements align and troubleshoot issues early on. Work with Tech engineers to create unique video content with new technologies.
- Set priorities and maintain production checklists and timeframes so design deadlines are met and flow of work and project completion is not interrupted.

December 2009 - July 2012

Bio Creative Labs - Graphic Designer / Marketing Director

Led new product marketing campaigns from concept to production, including product research, competitive analysis, brand-brief, visual thought boards, and creation of final marketing materials.

- Designed print magazines ads, product packaging, POP displays, posters, banners, and collateral materials for sales and company events.

March 2007 - November 2008

Largest Mixer/Dave Linden Group - Graphic Designer

Managed Graphic Design and Marketing for large business networking/expo events including creation and production of advertising, posters, flyers, brochures, catalogs, banners, post cards, and website.

- Promoted four annual 3K+ person events.

EDUCATION

2004-2007 California State University, Long Beach, California

Bachelor of Arts in Graphic Design, Dean's List, 2007

2002-2004 Massasoit Community College, Brockton, Massachusetts

Associate of Science in Art Studies, Dean's List