

DAVE REID DESIGN

GRAPHICS - DESIGN - CREATIVE

QUALIFICATION SUMMARY

Over 10 years of diverse, hands-on design experience that included catalog design, the fashion industry, magazine publishing, direct marketing and web design. Adaptable, organized, results and detail-oriented with a great work ethic, strong time management and interpersonal skills. That aforementioned adaptability can be seen in the totality of my designs. These demonstrate how effectively I am able to handle any given creative task. Either web, print, branding, traditional or contemporary.

Major strengths include a talent for conceptualization and layouts. These are based on a vast knowledge and understanding of classic aesthetic principles and ever evolving design trends. Excellent typographic skills coupled with an ability to develop efficient, clever and creative solutions.

EXPERIENCE

Columbia House/BMG/Direct Brands

Senior Art Director 2000 - 2013

Initially, I was responsible for conceptual development, creating and maintaining a unified look for branded materials, standardizing fonts, logo usage across print catalogs and related collateral material. I also designed logos and icons used within the catalogs. I created numerous designs which led directly to increasing both sales and club memberships. Also, several of my conceptual designs, particularly the seasonal, were adopted as company wide campaigns or throughout other catalogs. After company reorganization and a department transfer to the web creative division, my talents were focused on creating email, banners, the design of web sites and site material for a more varied club demographic. This was a welcome change that allowed me to develop and enhance my web design, social media and online marketing skills.



IMPACT 210 Modeling agency

Creative Director 2004

Designed, created and maintained the entire company identity. This included brochures, business cards and letterheads etc. Intricately involved at every stage of development and production. A very useful personal and professional experience that, despite the relatively short time frame, helped expose me to the inner workings of the fashion industry.

Time Warner/BookSpan

Pre-Press/Digital Retouching Specialist 1998 - 2000

Digital retouching, image optimization and color-correction.

Atriad Print & Design

Junior Designer 1997 - 1998

Responsibilities included: layout concepts, logo design illustration and photo retouching.

PROFICIENCY

Photoshop, Indesign, Dreamweaver, Illustrator, Fireworks, CSS and XHTML. Working knowledge of JQuery, Javascript and Flash. Comfortable with either Mac or PC platforms

EDUCATION

New York City College of Technology (CUNY)

BA in Advertising Art and Graphic Design 1999

