



CONTACT

Email

tvreid3@gmail.com

Phone

617-447-9053

Portfolio

Mikareid.com

EDUCATION

Pratt Institute

BFA Communications Design

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Print-Ready Production

Photo Retouching

Digital Photography

Google Suite

Working Knowledge of HTML/CSS

INTEREST

Movies

Traveling

Fitness

Plants

EXPERIENCE

UNIQLO

July '18 - November '22

In-Store Graphic Designer

Partnered with merchandisers and allocators to create marketing assets in order to achieve sales targets. Worked alongside visual merchandisers and store managers to enhance store presentation for each season. Partnered with director of business operations to create OOH ads, In-mall media, and marketing materials for grand store openings.

- Develops new processes and procedures to improve workflow between the marketing and merchandising departments.
- Prepared press-ready files for UNIQLO's bi-annual lifestyle magazine with an average of 200,000 copies distributed across the U.S.
- Supported the opening of over 10 new UNIQLO stores by designing and preparing press-ready files for barricades, OOH ads, flyers with an average of 15,000 units distributed throughout stores, and UNIQLO's seasonal catalog with over a million copies distributed as direct mail.
- Developed and designed UNIQLO's 1st in-store marketing guideline to be used as an on-boarding tool and bridge the knowledge gaps between departments.
- Designs and prepares press-ready point of purchase and marketing assets to be distributed throughout stores nationwide.

Land of OZ

July '17 - July '18

Freelance Graphic Designer

Partnered with senior designer to create enhance client's brand presence through wireframe and web development, and printed marketing collateral.

- Extended existing brands by designed responsive, mobile-friendly websites from wireframes to live website through Squarespace.
- Coordinated with web developers to manage the Quality Assurance (QA) process.
- Designed and prepared production files for both print and digital files.

Proverb, LLC

September '14 - June '17

Graphic Designer

Partnered with senior designer, copywriters and strategist to establish brand identities through print and digital media.

- Designed responsive, mobile-friendly websites from wireframes to final design.
- Coordinated with web developers to manage the QA process.
- Conceptualized and designed print and digital collateral to enhance brand experience.
- Designed and prepared production files for both print and digital files.
- Designed presentation decks, and infographics for client presentations.
- Staged and photographed printed collateral, and final products for the company's portfolio.