



www.kira-reed.com
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Colorado

WORK EXPERIENCE

FREELANCE ILLUSTRATOR & DESIGNER

August 2019 - Present

Working for multiple clients on a variety of projects both in the digital and print realm. Projects have involved custom illustrations, brand development, wholistic marketing campaigns, menu design, e-books, one-pagers, websites, emails, template development, trade-show booth design, packaging, and more.

Clients I've worked with: Vida Health, Origin, Pono Design Studio, Solv Health, Taskrabbit, Fellow Industries, GameWorks, Pilot Bookkeeping, Replicant AI, Clif Family Winery, and many more.

UBER DESIGNER

August 2016 - September 2019

Primary responsibilities included designing emails, landing pages, and other digital graphics to promote new products, promotions, and campaigns for all business branches. Art directing photographers and illustrators, helping to establish new standards for our team, and stress-test new brand guidelines in marketing.

EDUCATION

UNIVERSITY OF CINCINNATI // CINCINNATI, OH

College of Design, Architecture, Art, and Planning

September 2011 - May 2016

Graphic Communication Design, Minor in Marketing

Enrolled in the Professional Practice Program, alternating semesters of study with work experience in the field of graphic design.

TECHNICAL SKILLS

Illustration: Adobe Illustrator | Procreate

Design: Figma | InDesign | Photoshop

Emails: Iterable | Klaviyo