A. Gabriel Reid

Oakland, CA   510.543.3606   gabrielreid.com   gabe@gabrielreid.com

Summary

Art Director focused on user experience and customer engagement, with a comprehensive background in digital and print. Experienced with the creation, presentation, execution, and production of large multi-channel marketing initiatives. I am motivated by curiosity and a deep desire for learning and sharing knowledge.

Strengths

- Marketing campaigns, branding, and identity programs
- User experience, visual design, wireframes, prototyping
- Digital marketing and responsive design
- Project, talent and vendor management
- Digital and print production
- Template creation
- Workflow streamlining

Skills

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat)
- Figma
- Sketch
- Microsoft Office Suite
- Solidworks
- HTML, CSS

Experience

Art Director – Wells Fargo
November 2018 to November 2023

- Created website experiences that aligned with project goals and user requirements, increasing engagement and click-through
- Collaborated with marketing, product, research and other functions to identify user and business needs
- Produced user personas, customer journey maps, wireframes, mockups, and prototypes
- Led design reviews and shared work regularly with the account team and project stakeholders, iterating designs based on feedback

Senior Graphic Designer – Wells Fargo
October 2008 to November 2018

- Designed and executed integrated multi-channel marketing campaigns for consumer credit products, raising response rates by using direct mail best practices and modern layouts
- Presented concepts to clients, detailing how business objectives drove the design decisions
- Built relationships with clients, vendors and contractors to ensure accuracy and timeliness of project deliverables

Graphic Designer – Wachovia
October 2006 to October 2008

- Designed and executed marketing and cross-sell initiatives
- Collaborated with marketing team to develop effective customer communications elements, refining strategy and setting objectives and expectations for deliverables

Senior Production Artist – World Savings Bank
September 2005 to October 2006

- Designed and produced online and print collateral
- Lead production for HTML email campaigns and maintained Marketing Resources intranet site
- Resident subject matter expert on graphic production; mentored other designers

Prepress/Digital Press Operator – Label Art of California
August 2004 to September 2005

- Prepress and graphic design for flexographic and digital printing
- Handled multiple projects weekly with short turnaround times
- Operated and maintained in-house Hewlett Packard Indigo Digital Press

Lead Prepress – Rocket Postcards
January 2003 to June 2003

- Lead prepress for online postcard vendor
- Primary point of contact for customers with file preparation queries
- Verified print-readiness of files, grouped layouts for output, and created tracking collateral for print runs

Experience
(continued)

Senior Graphic Designer – Blazer Exhibits
July 2002 to January 2003
· Lead designer for trade show exhibit print department, producing large format inkjet and LightJet prints on various substrates
· Created and rendered booth concepts in 3D applications
· Implemented color management workflow, increasing customer satisfaction while reducing revisions

Prepress Manager – Almaden Press
September 2001 to July 2002
· Led graphic design and film output for traditional four-color offset lithography
· Managed large projects, client presentations, and production of bluelines and matchprints for proofing
· Gained in-depth experience with multi-fold mailers, die-lines, spot colors and varnish coatings

Senior Graphic Designer – Weave Innovations
January 2000 to February 2001
· Design, production and management of company collateral, web pages and presentations
· Played integral role in developing the user interface, information channel screens, and the StoryBox Network Member Site
· Assisted in development of a proprietary language to parse live XML content for the Kodak Smart Picture Frame

Graphic Designer – Boole & Babbage
June 1997 to May 1999
· Created corporate multimedia presentations, seminar material, and collateral (catalogs, posters, direct mail and international corporate magazine)
· Gained experience with 3D animation and modeling techniques
· Preflighted print jobs, coordinated with vendors, and managed contract workers

Education

UCSC Extension, Cupertino
· Illustrator, Photoshop, Quark Xpress, Flash, Director
· Typography, Design Theory

Learn iT!, San Francisco
· HTML, CSS, Flash

Laney College, Oakland
· Solidworks 2011 (CSWA January 2012), geometric dimensioning and tolerancing, machine technology

Ongoing online
· HTML5, CSS, Javascript, and Python courses through lynda.com, codecademy.com, lambdaschool.com
· Google UX Design Professional Certificate 2024

De Anza College, Cupertino
· Computer Science, Graphic Design