

Jereme Reid

Graphic Designer

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Work Experience

Freelance Graphic Designer

Self-Employed Freelancer | Nov 2023–Present

- Working with clients to establish designs through various creative processes and media for use in print and web, including logo design, packaging, labels, posters, signage, flyers, e-commerce marketing, product imagery, photo editing, web advertisements and more.

Graphic Designer

truMedic (truCore Inc.) | Kings Park, NY | Apr 2016–Oct 2023

- Developed a visual brand overhaul for truMedic to attract a desired new audience.
- Collaborated with design and marketing teams to create visual identities for brands partnered with or owned by the truCore family while meeting strict deadlines. Clients included Vitenzi, SpaDynamix, Ezentials, The Backbridge, Crown Gear, NuvoEssence, S-Tier Gear, and Kings Park Studios.
- Responsible for shooting and organizing product photography used on the truMedic website, packaging, manuals, and e-commerce marketing
- Designed print and digital material including internal documents, pitch decks, product catalogs, packaging, product manuals, trade show event material & signage, e-commerce content (Shopify CMS, Amazon A+/EBC), email designs (Klaviyo)
- Established a library of reusable assets for the design team for increased efficiency.

Graphic Design Intern

Cold Spring Harbor Library | Huntington, NY | Oct 2014–Jan 2015

- Crafted guidelines and flowcharts to instruct users on how to interface with the online features offered by the library, including account management, downloading eBooks, and requesting or renewing content.
- Assisted library staff with creating reusable templates, event advertisements, business cards, and posters.

Education

Bachelor of Technology, Visual Communications

Farmingdale State College | 2011–2015

Associates of Applied Science, Graphic Design

Suffolk County Community College | 2008–2011

Software & Skills

Illustrator	Adobe XD	Editorial & Layout	E-commerce Design	Social Media Design
InDesign	Microsoft Office	Packaging & Manuals	Typography	Illustration
Premiere	Google Suite	Pitch Decks	Product Photography	UI Design
Photoshop	Brand Identity	Photo Retouching	Color Theory	