

Jereme Reid

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Professional Graphic Designer

As a creative, detail-oriented designer with experience in visual communication, I create distinctive brand identities, design impactful e-commerce visuals, and develop engaging editorial and packaging concepts. I've mastered Adobe Creative Suite and am skilled in translating client objectives into high-quality solutions in fast-paced, cross-functional environments.

Work Experience

Freelance Graphic Design

Self-Employed Designer (Nov 2023–Present)

- Collaborate with clients to deliver designs through diverse creative processes for print and web use.
- Developed comprehensive brand packages for new and existing companies.
- Designed engaging e-commerce content (Shopify CMS, Amazon A+/EBC) to attract customers.
- Adapt existing brand guidelines to new projects while maintaining visual consistency.

truMedic | Kings Park, NY

Graphic Designer (Apr 2016–Oct 2023)

- Executed a successful rebrand to attract a fresh, younger audience.
- Collaborated with design and marketing teams to develop visual identities and unique logos for brands partnered with or owned by the company while meeting tight deadlines.
- Responsible for all print and web materials for company communications including trade show event signage, brochures, flyers, advertisements, social media graphics, email assets and more.
- Photographed products for marketing and design projects.
- Designed multilingual instructional manuals and product installation guides to reduce customer returns.
- Established a library of reusable assets for the design team to increase efficiency.

Cold Spring Harbor Library | Huntington, NY

Graphic Design Intern (Oct 2014–Jan 2015)

- Created guidelines and flowcharts to instruct users on using the library's online features, including account management, downloading eBooks, and requesting or renewing content.
- Designed templates to assist library staff in creating event advertisements, business cards, and posters.

Education

Bachelor of Technology, Visual Communications

Farmingdale State College (2011–2015)

Associate of Applied Science, Graphic Design

Suffolk County Community College (2008–2011)

Skills

Adobe Creative Suite

Editorial/Layout

Manual Design

Presentation Design

Microsoft Office

Typography

E-commerce Design

UI Design

Brand Identity

Packaging Design

Illustration