

Jereme Reid | Graphic Designer

Willing to Relocate. A creative, detail-oriented designer, experienced in visual communication. I create distinctive brand identities, design impactful marketing visuals, and develop engaging packaging designs.

Contact

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Education

Farmingdale State College
2011–2015

B.Tech in Visual Communications

Suffolk County Community College
2008–2011

A.A.S in Graphic Design

Tools

Adobe Creative Suite

Photoshop, InDesign, Illustrator, XD,
Premiere Pro, After Effects, Dimension

Microsoft Office

Word, Excel, PowerPoint

Skills

Print & Digital Design, Brand Identity,
Image Retouching, Social Media
Design, Advertising, E-Commerce,
Package Design, Illustration, Editorial/
Layout Design, Product Photography

Experience

Graphic Designer

TruMedic (TruCore Distributors), Apr 2016–Present

- Contributed to a successful rebrand that attracted a younger audience while maintaining appeal for the company's aging demographic.
- Design marketing content for online platforms and promotions, including Costco, Amazon (A+/EBC), Good Morning America (GMA Deals & Steals), Bed Bath & Beyond, and Oprah's Favorite Things.
- Collaborate with design and marketing teams to develop and maintain visual identities for multiple partner and company-owned brands while meeting tight deadlines.
- Responsible for print and web materials used in external and internal communications, including standard operating procedure (SOP) documents, trade show event signage, brochures, presentations, advertisements, social media graphics, email assets, and more.
- Design multilingual instructional manuals and product installation guides to reduce customer returns.
- Create and apply product packaging designs to dielines, providing comprehensive mockups.
- Photographed products for documentation, marketing, packaging, and instructional content.
- Supported UI design for a mobile app developed as a remote controller, routine planner, and data tracker for company products.
- Maintained monthly advertising featured in Costco Connections magazine for the US and Canada.

Graphic Design Intern

Cold Spring Harbor Library, 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.