



## About

I am an Art Director and Senior Graphic Designer with a strong sales and customer service background, blending creativity with strategic insight. My understanding of the customer experience informs how I design the user journey from start to finish, with a focus on telling meaningful stories.

## Education

### UNIVERSITY OF TEXAS AT DALLAS

Emerging Media & Communication

Bachelor of Arts

Sep. 2015 - Dec. 2018

## Software

|                   |                  |
|-------------------|------------------|
| Adobe Illustrator | Elementor        |
| Adobe InDesign    | Figma            |
| Adobe Photoshop   | Mailchimp        |
| Adobe Premiere    | Microsoft Office |
| Asana             | Squarespace      |
| Blender           | Webflow          |
| Canva             | Wordpress        |

## Expertise

|                  |                       |
|------------------|-----------------------|
| Ad campaigns     | Print production      |
| Branding         | Sales presentations   |
| Customer service | Social Media strategy |
| Email campaigns  | Typography            |
| Market research  | Web page creation     |

## References

**Daniel Diaz (Senior Designer)**

Wingstop 925.314.5520

**Peter Dille (Chief Marketing Officer)**

CityCheers 925.314.5520

**Bridget Rourke (Art Director)**

CityCheers 408.306.3966

# mason reeves

## ART DIRECTOR // SENIOR DESIGNER

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## Experience

### GRAPHIC DESIGNER

**Wingstop** // Jan. 2025 - Present

Designed graphics and crafted copy for weekly email campaigns, driving over \$32 million in revenue. Crafted print and digital assets for collaborations with athletes and influencers like Paige Bueckers and Charli D'Amelio. Produced visuals for a viral T-Mobile Tuesdays offer redeemed by over 500,000 fans. Created website heroes and bundle lockups to spotlight unique product offerings. Refreshed product imagery for Wingstop.com to boost visual appeal and engagement.

### ART DIRECTOR

**Sniffle** // Dec. 2023 - Mar. 2024

Created visuals for social media posts, email campaigns, and push notifications. Spearheaded the design of every visual project weekly. Created and modified web pages. Edited videos for social media platforms. Liaised with marketing to ensure deadlines are met. Created slides for presentations. Evolved brand guidelines and standards.

### SENIOR GRAPHIC DESIGNER

**CityCheers** // Jun. 2023 - Dec. 2023

Designed table tents, flyers, posters, bathroom signs that were displayed at bars and restaurants throughout the country. Reviewed the work of junior designers to ensure high quality listings went into the CityCheers app. Worked with marketing to concept and create social media blasts, landing pages, and print collateral.

### GRAPHIC DESIGNER

**CityCheers** // Sep. 2022 - Jun. 2023

Refined images and layouts for hundreds of restaurant listings in the CityCheers app. Prototyped new features for the CityCheers app using Adobe XD. Launched a redeveloped website using Wordpress. Created and implemented mass email campaigns with Mailchimp. Helped create a brand book to establish brand guidelines and standards. Maintained a library of digital assets.