

Reid Shorten

(443) 239-4553

rs9design@protonmail.com

www.rs9design.com

550 S. 9th Street, San José, CA 95112

Summary

Creative and detail-oriented Brand Designer with six years of experience in graphic design, visual identity, and digital storytelling. Proven track record of developing high-impact creative solutions across print and digital platforms. Adept at crafting compelling, breakthrough visuals that elevate brand presence and audience resonance. Proficient with Adobe Creative Suite (static and motion), Blender 3D, and Figma. Excels in fast-paced, cross-functional environments where collaboration and innovation drive success.

Work Experience

Mental Health Association of San Francisco, Brand Designer, Feb–Mar 2024

- Collaborated with panel of board members to craft an award-winning brand identity that consisted of a brand mark, two logo lockups, and a stylized slogan
- Created hat, journal, billboard, and holographic business cards that supported new identity
- Implemented critique through a fast-paced and iterative design process
- Conducted comprehensive research into organization's brand history to inform design decisions and increase brand awareness

AOE Creative, Contract Generalist Designer, May 2023

- Worked with design firm to create full campaign and pitch deck for high-stakes contract with Activision for Call of Duty: Mobile's seasonal campaign
- Designed full 3D environment for use as a background for graphics
- Textured, rigged, and posed provided 3D assets from Activision
- Quickly iterated on feedback from design team to keep design pipeline high-flow

Well Kneaded Bakery, Brand Designer, Dec 2022–Feb 2023

- Collaborated with owner to craft a distinct and impactful brand identity that consisted of a brand mark with five color variants, logo lockup, typeface pairing, and brand book
- Crafted a cake box and social media assets that thrilled customers
- Conducted market research to align brand with industry trends
- Delivered project within tight deadline with high quality results

Virtually Testing Foundation, Marketing Engineer Intern, Aug–Dec 2022

- Collaborated closely with CEO to create a design system that enhanced brand consistency across platforms
- Communicated with and worked on logos for multiple partner non-profit organizations
- Crafted a new website structure improving user experience and navigation
- Developed a brand book for design successors to guide future creative efforts

Skills

Adobe Creative Suite, Blender 3D, Branding, Composition, Figma, Hierarchy, Layout, Market research, Prototyping, Typography, Visual storytelling, Adaptable, Creative empathy, Cross-functional, Deadline-driven, Fast learner

Education

Bachelor's Degree in Design Studies: Graphic Design

San José State University, Jan 2024–May 2025

Magna Cum Laude

Associate Degree in Graphic Design

Moorpark College, Aug 2020–Dec 2022

Awards

3x SJSU President's Scholar, 2024 & 2025

- Recognized for achieving a grade point average of 4.0 per semester

American Advertising Federation Silver Award Recipient, 2025

- Recognized for excellence in brand design