ANTHONY REID

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antreid.com

EXPERIENCE

Diffvelopment Graphic Designer
Executed and developed brand strategy. Designed original graphics for web and print. Resulted in 10 percent increase in reach and 25 percent increase in engagement on Instagram after 3 months.
June 2022 - Sep. 2023 — Remote

Center for Student Engagement Graphic Designer
Designed visual communication material for the Center for Student Engagement. Collaborated with event coordinators to develop brand specific content for web and print.
Aug. 2021 - Dec. 2021 — New Paltz, NY

The Black Student Union Graphic Designer
Designed visual communication material, creative directed events by collaborating to design spaces and promotional material such as posters. Developed brand identity.
Sep. 2018 - May 2020 — New Paltz, NY

SKILLS

Interaction	Visual	Software
Prototyping	Illustration	Adobe Suite
Wireframing	Technical Drawing	Figma
User research	Motion design	HTML / CSS
Experimentation	Typography	
	Art Direction	
	Wood design	

EDUCATION

SUNY New Paltz Class of 2024
BFA in Graphic Design

HONORS

Diffvelopment Intern
Best Business Concept
Best Consulting Report
June - Aug. 2019 — Montclair, NJ