

Reese King

Graphic Designer

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Portfolio | LinkedIn:

Graphic designer with five years of experience crafting digital and print assets for consumer brands and creative agencies. Expert in Adobe Creative Suite, layout design, and brand storytelling. Delivers bold visuals that align with business goals.

Key Skills

Adobe Illustrator - Expert
Brand identity - Proficient
Layout and typography - Competent
Photoshop - Competent
Print design - Competent
Social media graphics - Amateur

Professional Experience

Graphic Designer

West + Rose Agency | New York, NY

July 2020 - Present

- Created brand assets for 12+ clients, including logos, social media kits, and brochures that helped increase client reach by 34%
- Collaborated with copywriters and developers on full marketing campaigns, reducing project timelines by 25%
- Designed over 200 promotional graphics for events and launches, contributing to consistent client rebooking

Design Intern

Terra Publishing Group | New York, NY

June 2019 - May 2020

- Assisted senior designers with book covers and layout formatting, helping release over 40 titles on schedule
- Edited and retouched author photos, ensuring brand consistency across marketing channels
- Created marketing graphics for newsletters and digital ads, increasing CTR by 18% during one campaign

Education

Bachelor of Fine Arts (B.F.A.) in Graphic Design

May 2020

Pratt Institute | Brooklyn, NY

Certifications

Adobe Certified Professional – Visual Design |
2023