



TAYLOR REED

GRAPHIC DESIGNER & PHOTOGRAPHER

ART DIRECTOR/GRAPHIC DESIGNER JUNE 2018 – CURRENT

Maravia Rafts Corp & Cascade River Gear – Boise, ID

Managed and lead production team of 10-15 on custom projects. Directed and contributed content across all media for both companies.

- + Brand Management, Bi-annual Print & Digital Catalogs, Digital Marketing/Advertising, Web Design/UXUI, Promotional & Collateral Materials, Maravia Raft Dreamboat Design and Project Art Direction, Store Signage, Branded Products/Merch, Product Photography for Web and Print, Marketing and Social Media Direction, Social Content Management and Creation, Coordination of Social Giveaways/Promotional Collaborations. Manage CRG annual photography contest. Responsible for assessing data and ROI of marketing avenues to cut costs from year to year.

GRAPHIC DESIGNER MAY 2017 – JUNE 2018

International Minute Press – Boise, ID

Worked with various companies and clients fulfilling their promotional needs:

- + Branding, Logo Design, Promotional & Collateral Design, Digital Printing

WEDDING/PORTRAIT PHOTOGRAPHER 2014 – CURRENT

Taylor & Kelsey Photography – Owner

My wife and I work together providing the total client experience from inquiry to delivery, we photograph and edit images for:

- + Weddings, Engagements, Families, Seniors

FREELANCE GRAPHIC DESIGNER 2014 – CURRENT


Branding and Company promotion projects

- + Talk Blossom Therapy, Rising Ridge Recovery, Idaho State Fair, and others

MY LINKS

Scan for quick access to portfolio, socials, resume and contact info



 435.760.7872

 taylorreeddesign@gmail.com

 [@taylorreeddesign](https://www.instagram.com/taylorreeddesign)

 [reedriverlanding](https://www.tiktok.com/reedriverlanding)

 taylorreeddesign.com

SKILLS

Zoom Out

I am detail driven to ensure quality, longevity, and effective accuracy.

Do You Like All My Hats?

I am highly motivated and able to prioritize and over see many projects.

Rollin' With The Punches

I am no stranger to change and evolving technologies.

Huston, Do You Copy?

I strive to clearly convey ideas and collaborate with clients/team members

Stay Curious

I find value in questioning and continued critical analysis of self and surroundings.

Spaghetti On His Sweater Already

Firm believer that consistent persistence is how to seize the moment when it arrives.

EDUCATION

Boise State University

BFA in Graphic Design | May 2018

TECHNICAL SKILLS

Illustrator, Photoshop, InDesign, Lightroom, Adobe XD, Figma, HTML, CSS, WordPress, Elementor, Wacom, Slack

FUN FACTS

- + Proposed Flying Over Boise, ID
- + Cornea Transplant Recipient
- + Survived a Cabo Hurricane