

Lesley Reed

Lead Designer | www.lesleyreeddesign.com | lesleyjwreed@gmail.com | 231.838.8765

Lesley is a multidisciplinary designer skilled in print and web, known for her speed, creative vision, and project management mindset.

Experience

Podium

Graphic Designer | Fall 2022 - Present

- Served as lead designer for company-wide rebrand.
- Created visual assets that made AI technology feel clear, approachable, and compelling across multiple channels.
- Maintained consistent visual systems across digital and print.
- Worked with teams to design clear, story-driven marketing assets.
- Led brand campaigns across web, email, social, print, and trade shows to boost awareness and conversions.
- Built systems to streamline asset creation without losing quality.

Anglin PR

Designer + Creative Manager | Fall 2020 - Fall 2022

- Responsible for all visual assets and creative direction at firm.
- Conceptualized and designed print and web content in line with clients' brand guidelines.
- Created user optimized websites to fit specific client goals.
- Created short animated videos using Adobe After Effects.

Brandlink and Weblink Media

Graphic Designer | Summer 2019 - Spring 2020

- Designer for both branding and editorial arms pf company.
- Worked on a large variety of projects including custom illustrations, print ads, paid social campaigns, and motion designs.
- Attended press checks to ensure quality printing and color accuracy.

VI Marketing and Branding

Creative Design Intern | Winter 2019 - Spring 2019

- Collaborated with award-winning creative team to create dynamic graphics for both print and digital campaigns.

Lazer Inc.

Project Manager | Fall 2017 - Summer 2018

- Solely responsible for creating estimates, invoicing jobs, and managing project statues.
- Marked up photographs to provide design direction to creative team.

BAM Architecture Studio

Designer | Fall 2014 - Spring 2016

- Rendered graphics and technical drawings using Illustrator.
- Created documents and infographics for 1,000,000 sq ft master plan.

Education

Michigan State University

BA - Interior Design

Graduation Date: May 2014

Parsons School of Design

AAS - Graphic Design

Graduation Date: May 2018

Achievements

SuperHi Coding Courses

General Assembly - UX Design Bootcamp

Skills

Figma

Adobe Illustrator

Adobe After Effects

Adobe Photoshop

Adobe Indesign

AI Product Positioning

AI Prompt Writing

UX/UI Design

Data Visualization

Brand Design

Digital Illustration

Design Systems

Creative Strategy