



CHERYL D. REID

GRAPHIC DESIGNER . CREATIVE / ART DIRECTOR . DESIGN CONSULTANT



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PROFILE

I am a highly skilled design creative experienced in Branding, Corporate Design, Events and Publishing. I am fluent in both English and German. I am very flexible and enjoy taking on challenging projects and even those that are not so challenging, treating them as if they are, while maintaining budgets and schedules and keeping all team players motivated and happy throughout the entire project. As a dedicated designer, I strive to apply my knowledge and expertise to the company that I work with by taking their needs and desired goals to the next level, resulting in company success and a accomplishment for all those involved.

EXPERIENCE

As a designer I have always been passionate about all aspects of the design world and I have worked successfully with numerous clients and advertising agencies, regional, national and international.

Clients / Projects - AachenMünchener Versicherung AG; Aichele Design GmbH; Alfons Schuhbeck; AMX GmbH; Rechtsanwältin Dr. Estrid Krause; Bärenmarke; Blauer Engel Restaurant & Café; Brunnen Papierbedarf; Cavallo; Clifford Dias, PE, PC - Consulting Engineers; Coca-Cola AG; Coca-Cola Weihnachtstour; Daimler Chrysler AG; Ehapa Verlag; EM TV; Festool; FIFA - Worldcup Tour Germany; Fort Hill Industries, Inc.; George P. Johnson Co.; Hahn + Kolb Werkzeuge GmbH; Hugo Boss; IBM; Lang Film; Metzeler; Pirelli; Powerade; Promos Verlag GmbH; Proserv.d; Red Zac - Euronics eG; Roca S.A.; Scholten Verlag - Motor Presse; SMART; Staatsgalerie Stuttgart; Städte Verlag; Thiel Capital; Trelleborg Sealing Sollutions; TÜV Rheinland; U.I. Lapp GmbH; Volksbank Mittelhessen; VOELKER & Partner Rechtsanwälte • Wirtschaftsprüfer • Steuerberater mbB

Agencies / Collaborations - Apartment 84; CD/S - Concept & Design Stuttgart Werbe GmbH; DEMA Werbeagentur GmbH; drei. neun Mediengestaltung GmbH; Genter & Partner Werbeagentur GmbH; Gärtner Grafik Design; Kögler Advertising; M-S-B+K GmbH; Ogilvy & Mather GmbH; Panama Werbeagentur GmbH; Roth & Lorenz GmbH; Seitz & Mattis Werbeagentur GmbH; Schwarz Gruppe; SLOGAN Werbung GmbH; WVP Werbegesellschaft mbh/gwa.

AWARDS

AHT-AWARD For 3-Dimensional and Multimedia Design, Frankfurt
Logo development and competition entry for the city of Esslingen am Neckar

EDUCATION

School of Visual Arts / New York - Bachelor of Fine Arts, Graphic Design
Fashion Institute of Technology / New York - Fashion Design & Illustration

SKILLS

Adobe Creative Suite / CC

InDesign ■■■■■
Illustrator ■■■■■
Photoshop ■■■■□
Acrobat Pro ■■■■■

Microsoft Office

Word ■■■■□
PowerPoint ■■■■□
Excel ■■■■□

Web Development*

Screendesign ■■■■□□
CMS / Databank ■■■■□□

*Currently partaking in web development courses to expand my design knowledge and enhance my portfolio spectrum.