



DERON REESE

senior graphic designer

719.337.3516 digitalreese@gmail.com drdesign.studio Ft Worth, TX

EDUCATION

Visual Communications

Associates of Applied Science
Colorado Technical University

2008-2010

SKILLS SET

QUALITIES

Collaborative
Project Management
Leader
Prioritizing
Positivity

PROFICIENT

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Windows/Mac OS
User Experience
Branding/Identity
Marketing
Social Media
Web Design
Microsoft Office

KNOWLEDGEABLE

HTML/CSS
Figma
Miro
Layout Design
Print Design

SUMMARY

Inspired creative and award winning designer with a hard work ethic and collaborative mindset. I've excelled in my creative career for over 15 years. My design specialties include web, email, print, digital signage, social and illustration. My comprehensive approach to design involves combining design fundamentals and current trends. I'm also a proven leader with a true passion for fostering talent in my team. I enjoy the challenge of creating work that strengthens a brand's visual identity. I look forward to growing with a company because my success is the company's success.

WORK EXPERIENCE

Senior Graphic Design Lead San Diego, CA

ResMed August 2022-August 2023

- Managed the email and social design department for a billion dollar business with a focal point on business to consumer-focused products.
- Excelled in growth design with a focus on UX, email, web, illustration, social, and branding.
- Mentored and guided junior designers.
- Project Management across multiple digital platforms including social media content.
- Created and maintained reporting templates for PowerPoint.
- KPI growth over 40% from previous year to year (Google analytics, Instagram, Reddit, and Twitter).

Senior Graphic Design Lead Grapevine, TX

GameStop April 2017-August 2022

- Succeeded in designing tens of thousands of deliverables. These included evergreen and promotional material for email, web, print, and digital channels.
- Exceeded deadlines. Facilitated interdepartmental and cross-company collaboration.
- Mentored and guided junior designers.
- Contributed to millions in profit verifiable through CTR, ROI, and other metrics.

Graphic Designer 1-2 Grapevine, TX

GameStop March 2013-April 2017

- Managed the creative for GameStop.com, outbound emails, and asset management.
- Facilitated interdepartmental and cross-company collaboration.
- Improved workflow and processes.

Store Manager Grapevine, TX

GameStop January 2010-February 2013

- Managed a \$1.5 million dollar store with a 95% customer satisfaction rating.
- Managed Marketing Kits and signage requests.
- Implemented visual merchandising standards
- Lead a team of 10 employees to a top 3 district performance.

Eagle Design Studio Colorado Springs, CO

CTU January 2008-December 2010

- Worked alongside several non-profit organizations on a wide range of design initiatives.
- Designed magazines, pamphlets, flyers, and posters.
- Created logos and strategic marketing/ad campaigns.