



# 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

Adobe After Effects  
Adobe Premiere  
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 Designer Dallas, TX

Southwest Airlines October 2023 - Present

- Managed the creative output for branding for multiple yearly sales.
- Designed social campaigns, website landing pages, digital ads, and internal house placements.
- Created and maintained reporting templates for PowerPoint.
- Lead project management on multiple creative campaigns that cross functioned with multiple teams.
- Developed template organization to help design process functionality.

### 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.
- 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 Colorado Springs, CO

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.