

Jesse Finley Reed

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SKILLS

- Research, conceptualization and execution of brand identities
- Fluent in Adobe Creative Suite: Photoshop, InDesign, Acrobat, Illustrator, MS Office; working knowledge of PremierPro
- Knowledge of Constant Contact, HTML email campaigns, social media
- Strong art-direction skills, paired with a comprehensive knowledge of photography and video-production
- Ability to organize and multi-task a variety of projects, leading a team in a fast-paced production environment
- Experience working with a range of individuals and organizations to accomplish projects creatively and efficiently

EXPERIENCE

Freelance Art Director/Graphic Designer | New York, NY | Los Angeles, CA | 9.2004 - present

Design and delivery of brand identities, 360 advertising campaigns, trade show and event collateral, email campaigns, social media campaigns, publications, front-end website design and architecture.

- **Agency experience:** Arnell: PepsiCo., Special Olympics, NorthFace, Peapod | BBDO: Target | BGB New York: Plavix, Bristol-Meyers Squib, Pfizer, SanofiAventis | Catapult Marketing: Pinkberry, FIJI Water | the KERN organization: DIRECTV | Nitro: Jim Beam | Sargent & Berman: UCLA, Princess Cruise Lines | Sigon-Phior: Cunard Cruiseline | Symblaze: STIRR, TBD, Awakener
- **Clients include:** AIDS Lifecycle, BAL LLP, Bloom & Plume, City of West Hollywood, The Center, The College Board, Equality California, Full Exposure Films, Gay Desert Guide, Harcourt Real Estate, idesign+co, Kensington Event Staffing, Lincoln Center Institute, Looking Out Foundation, MarketSmith, Megu Restaurant, Tom McWilliams Photography, Pacific Campaign House, Purple Room, Qchella Media Corporation, Repurpose Compostables, Southern California Grantmakers, Spielhaus Morrison Gallery, ThoughtOpera, William O'Neil + Co., Yale University and Zippo Productions.

Creative Director | Los Angeles LGBT Center | Los Angeles, CA | 2.2012 - 10.2015

Creative Director for a large, 450+ employee non-profit. Responsibilities include brand management, design and implementation of all advertising, collateral, and special event materials for a multitude of programs and services. Directed a small, nimble staff. Accomplishments included:

- Implementation of a organization-wide rebrand, complete with a citywide advertising campaign
- Creative and strategy for WhatRUInto, a new, sex-positive advertising campaign and app promoting PEP and PrEP, as well as the expansion of healthcare services in West Hollywood.
- Redesign of *Vanguard* publication as a quarterly journal.
- Strategized the reallocation of resources within the MarCom budget to social media and online communications.
- Design and development of the main Center website as well as VanguardNow.org
- Creative strategy for several annual development events including An Evening with Women, Simply diVine, Garden Party, Rapid Quest, Models of Pride and the Vanguard Awards.

Programming Coordinator | Yale University | New Haven CT | 4.2003 - 5.2005

Programming Coordinator for the Office of Diversity at Yale. Responsibilities included:

- Strengthening the diversity on the Yale campus through the programming of LGBTQ+ events
- Developed & directed the LGBTQ Advisory committee, with a mission to improve the quality of life for LGBTQ+ individuals at Yale

EDUCATION

Yale University | New Haven, CT
Masters of Fine Art | May 2004
Graduate Fellow, Jonathan Edwards College, 2003-2004

Tufts University | School of The Museum of Fine Arts | Medford, MA
Bachelor of Fine Arts | May 1998

AWARDS

Print Magazine Design Annual 2014
DAAD Research Grant, 2005-6, Berlin, Germany
Larry Krammer Initiative Grant, 2002-3
Yale University, New Haven, CT, 2002-4