

# TIMOTHY REED



## Contact me

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## What I Do

### Services I have Offered

- Brand Identity
- Brand Envisioning
- Brand Positioning
- Electronic Media
- Marketing Strategy
- Brand Architecture
- Content Marketing
- Packaging/Point of Sale
- Campaign Management
- Web Design/Development
- Photography

# About

*I'm a Multimedia Designer located beautiful West Michigan and my primary focus is the development of strong brands by utilizing research of consumer trending, media planning, advanced design and online development.*

*My design sensibilities are heavily inspired by traditional print design and a deep love for typography. I have extensive knowledge with multimedia development, graphics, brand identity and building websites that maintain a balance of usability and effective content presentation.*

# Education

Born and raised in Northern California I graduated in the top of my class at Tulare Union High in 2001. After a short stint of traveling across the country I finally settled down in Grand Haven MI where I studied at Kendall College of Art & Design for 3 years.

After 3 years of school and working part time at small design studio, I took a full time job at GFT Forex where I decided to continue my studies with real world experience.

**Kendall College of Art & Design**

2007-2010

# Experience

I have extensive real world experience working on real projects. I am dedicated to great design and always do my best. I learn quickly and have a great attitude. Below are a few of my past employers and clients.

### **Great Outdoor Products**

Current

*Great Outdoor Products brought me in at the very start to help build a company from the ground up. Great Outdoor Products is an exciting venture that has had me spinning multiple plates all the way from logistics to company branding and web development.*

### **GFT Forex | Web Designer**

2009

*GFT Forex brought me in to help consolidate their world wide services that spanned across several different countries. Rebranding and restructuring GFT's image was on the top of my list. My ultimate goal was to create a unified look across all of GFT's foreign and domestic services. I reported directly to the vice president and lead a team of designers and programmers to reach this goal.*

### **Paula Scott Unlimited | Senior Web Designer**

2007-2008

*Created web development department and set standards for maintaining the department. I was also in charge of all web design projects including layout, CSS, HTML, Graphic Design and maintaining websites after launch.*

### **Johnny Advertising | Senior Marketing Director**

2006-2007

*Designing Ads for multiple clients throughout the state of Michigan. Providing professional consulting for re-imaging all Ads and sales material for Johnny Advertising..*