

EVA REESE

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experience

Freelance Design & Direction: New York & Seattle

Designer/Art Director: Provides identity, print and web design integrating strategy and visual development for a variety of clients

Clients include: Book-It Repertory Theatre, Proctor & Gamble, Nickelodeon, COA Design, Aisle 5, Interbrand, Johnson & Johnson, Lippincott, NFL, Seattle Repertory Theatre

June 2004 - Present

Interbrand: New York, NY

Freelance Senior Designer: Designed and art directed strategy and concept development for brand identity and print systems, packaging collateral, and web media for Feeding America, Bank of America, Interbrand, and Penske. Lead creative on branding guidelines for Thomson Reuters

February 2008 - July 2008

BorsaWallace: New York, NY

Senior Designer: Created special promotional materials, promo packages, identity systems, and web media campaigns to help revitalize brands such as Shiseido, Gallo Family Vineyards, and Proctor and Gamble. With direct client interaction; provided direction to a team of four to develop the unique story and visual expression with which to represent a product and engage the target audience. Lead creative for Shiseido and Proctor and Gamble

August 2007 - November 2007

Gridz International: New York, NY

Senior Designer: Art direction, project management, design, strategy and visual development and presentation of brand identity systems, collateral, print, packaging and environmental graphics in the retail sector with full client interaction and collaboration with various vendors. Both international and national brands.

Clients: Cartier, Harden Furniture, and WJ Southard Mattress

February 2004 - May 2007

Seattle Repertory Theatre: Seattle, WA

Lead Graphic Designer: Directed, designed, and coordinated as the Lead in a in-house design department. Within the parameters of a non-profit budget and time line, I created and was responsible for seasonal print systems, advertising, identity systems, bi-monthly subscriber magazines, and environmental signage.

Clients: Communications dept., Artistic dept., Education dept., and Development dept.

October 2000 - August 2003

knowledge

Adobe Creative Suite, Quark XPress and Microsoft Office
Typography, Illustration and Photography

recognition

Play poster chosen for the International theatre poster traveling exhibit featuring Milton Glaser "Worth a Thousand Words," juried and organized by Gallery Stratford, Ontario, Canada

education

Bachelor of Science in Graphic Design
Pennsylvania College of Technology, Williamsport, PA
December 1998