



# REID NEESER

CREATIVE & WEB DESIGNER

## PROFILE

Naturally creative and strategic Digital Designer with 4+ years of progressive experience in UX/UI design, brand strategy, and multi-platform content creation. Expert in blending market and UX analytics with design best practices to deliver accessible, high-impact digital experiences. Proven ability to elevate brand presence and drive user engagement through intuitive, visually compelling solutions.

LET'S  
CONNECT



763.898.0857



reidneeser.com



reidneeser@gmail.com

## EXPERIENCE

### WEB & GRAPHIC DESIGNER

*NorthWing Digital | Dec. 2024 - Current*

- Established and implemented agency-wide design standards and processes from the ground up, significantly improving workflow efficiency and project consistency.
- Served as the Lead Designer on 10+ website redesign projects, overseeing the full lifecycle from UX strategy and wireframing through to successful high-fidelity UI execution.
- Spearheaded internal and client rebranding initiatives, developing comprehensive cohesive brand systems based on detailed design audits.
- Designed conversion-focused graphics for display ads, landing pages and social, directly supporting targeted marketing objectives and increasing visual content effectiveness for targeted marketing and sales objectives.

## EDUCATION

### BA IN MARKETING

*University of St. Thomas*  
2016-2020

### CERTIFICATION IN VISUAL ELEMENTS OF UI DESIGN

*Coursera*  
2021

## SKILLS

### TECHNICAL

- Figma
- Adobe Creative Suite
- Wireframing
- High-Fidelity Mockups
- User Research
- Sitemapping
- Brand Audits
- Identity Development
- Creative Direction
- Display Ads
- OOH Ads
- Social Media Content
- Email Marketing
- SEO Optimization
- Process Creation

### SOFT

- Cross-Functional Collaboration
- Client Management & Consultation
- Adaptability
- Design Rationale & Presentation
- Problem-Solving
- Mentorship & Training

## CREATIVE DESIGNER & PRODUCER

*Br8kthru Consulting | March 2021 - Oct. 2024*

- Managed end-to-end UX/UI design initiatives for client websites, delivering intuitive full site wireframes and optimizing the user experience across all digital properties.
- Led high-priority rebranding projects and developed detailed style guides, strengthening overall client brand identity and market perception.
- Executed design, formatting, and implementation of visual elements for websites, email campaigns, and ad campaigns, ensuring strict brand cohesion across platforms.
- Produced and edited diverse digital content (social posts, blogs, web copy), including regular execution of navigation refreshes and webpage updates to improve site performance.

## INDEPENDENT DESIGNER & ARTIST

*Freelance | May 2020 - Current*

- *Digital Design:* Provided creative consultation and end-to-end design solutions (including branding, logos, and custom website graphics) for multiple small businesses.
- *Studio Art:* Successfully executed and delivered commissioned fine artwork (painting and illustration), demonstrating proficiency in advanced techniques, material sourcing, and managing creative projects from concept ideation to client delivery.



763.898.0857



reidneaser.com



reidneaser@gmail.com