

REID NEESER

GRAPHIC DESIGNER | ARTIST | DIVERGENT THINKER

CONTACT

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LinkedIn | [Let's Connect](#)

Portfolio | reidneeser.com

EDUCATION

University of St. Thomas,
St. Paul, MN

Marketing and Studio Art
2016 - 2020

CERTIFICATIONS

HubSpot Academy

- Inbound Marketing
- Social Media
- Email Marketing

Coursera

- Visual Elements of User Interface Design

SKILLS

Design Tools | Figma, Adobe Creative Suite, Sketch, InVision

Web Dev | WordPress, Elementor, Concrete CMS, Squarespace, Webflow, Foleon

Project Management | Monday, Jira, Basecamp

PROFESSIONAL STATEMENT

I am a creative designer with a passion for crafting visually engaging digital experiences. With a background in Marketing and Studio Art, I blend analytics with creativity to deliver strategies that elevate brand presence. Rooted in empathy, my designs focus on creating accessible, impactful solutions that connect meaningfully with audiences.

WORK EXPERIENCE

NorthWing Digital

Web and Graphic Designer | *December 2024 - Current*

- Served as lead designer on website redesigns, overseeing UX strategy, wireframes, and high-fidelity UI.
- Led rebranding efforts through design audits and cohesive brand systems for internal and client brands.
- Designed graphics for display ads, social posts, and landing pages to support marketing goals.
- Directed creative execution across digital and print, ensuring brand alignment and engagement.

Br8kthru Consulting

Creative Designer | *October 2022 - October 2024*

- Spearheaded rebranding projects by conducting design audits and creating cohesive brand assets, strengthening overall brand identity.
- Led UX/UI design initiatives, creating full site wireframes and UI mood boards to deliver intuitive and visually compelling UX.
- Developed custom graphics for articles, social media posts, and landing pages, enhancing visual appeal and content effectiveness.
- Provided creative direction for a wide range of digital projects, including websites and business collateral, ensuring brand consistency and elevated user engagement.

Creative Content Producer | *March 2021 - October 2022*

- Designed, formatted, and implemented visual elements for websites, email marketing campaigns, and ad campaigns to ensure cohesive branding across digital platforms.
- Developed, edited, and published content for digital platforms, including social media posts and whitepapers, while making navigation refreshes and webpage updates.

