

Doug Reid

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Skills

Web Design
UX design
Digital Illustration
Branding
Graphic Design

Experience

Interactive Producer / UX designer

Miles Partnership - April 2013 to Present

My role as interactive producer was to provide creative strategy, design user experiences, and to contribute to the interactive design of our web development projects.

My position is crucial to the success of our projects as the liaison between our clients and our team. I work directly with our clients to ensure project goals and expectations are communicated back to our web development team as well as ensuring UX decisions and design elements are delivered at the highest level that our clients have come to expect. It is my responsibility as UX designer to ensure that best practices and user flow throughout all of our projects is a priority and are designed effectively and efficiently.

Awards

ComeTourGeorgia.com - Outstanding Website

Web Marketing Association www.webaward.org
November 2014
Award for outstanding achievement in website development.
<http://www.webaward.org/winner.asp?eid=29953#.VL54gEff98E>

ExploreGeorgia.org - Best Travel Mobile Website

Web Marketing Association - mobile-webaward.org
December 2014
Award: Best Travel Mobile Website
<http://www.mobile-webaward.org/mwa/winner.asp?eid=9803>

ExploreGeorgia.org - 2015 Silver ADDY

ADDY - 2015 Silver ADDY award in Elements of advertising - Digital Creative Technology.

ExploreGeorgia.org Redesign - Silver HSMAl Adrian Award

HSMAl Adrian Awards
2015 Silver HSMAl Adrian Award
Category: Website Division: Digital Marketing

Digital Communications & Branding Specialist

The Ipe Clip Fastener Co. / DeckWise 2010 - April 2013

Positions Held:

- Web & Graphic Designer 2010 - 2012
- Creative Director: 2012
- Chief Operating Officer : 2013

Job Duties:

Branding / Graphic Design / Web design / email Marketing

- Redesigned corporate identity. Created product catalogs. Designed and maintained corporate website and all branding materials.
- Developed strategy for email marketing. Designed and built email templates, graphics, images, and copy for use in email campaigns.

Video Production / 3D Modeling / Motion Graphics

- Created Storyboards for production of product and instructional videos.
- Developed motion graphics and titles using Adobe After Effects.
- Designed and built company trade show booths using 3D modeling software.

Brand Ambassador / Product Spokesman

- Performed as spokesman at all trade shows giving product demonstrations and generating leads for sales staff.
- Wrote scripts and performed in videos giving instruction and demonstration of products available on the company websites and video channels.