

DANIEL REID

EDUCATION

Bradley University—Peoria, IL: Graduated with honors (Cum Laude), May 2011

Bachelor of Science in Graphic Design; Interactive Media and Marketing Minors

- GPA: 3.5/4.0
- Dean's List Fall 2007, Fall 2008, Spring 2010

EXPERIENCE

The Peoria Chiefs, *Graphic Design Intern*, Peoria, IL, October 2010—March 2011

- Designed the annual pocket schedule which is distributed throughout Peoria and the surrounding areas.
- The pocket schedule is the foremost point of contact between the Peoria Chiefs and their fans.
- Also designed promotional materials for the Peoria Chiefs Kids Club and reading program which benefits children and schools in the Peoria school system.

The Edge WRBU 97.7FM, *Promotions Director*, Peoria, IL, May 2010—January 2011

- Advertised events hosted by the radio station as well as the station itself through posters, guerrilla advertising, giveaways and one-on-one interactions.
- Sold advertising packages to local businesses and organizations.

Ravenwood High School Band, *Graphic Designer*, Brentwood, TN, February 2008

- Created posters and tickets for the high school band's annual fund raising concert, Music 4 Music.
- The concert raised over \$7,000 for the band program through advance ticket sales.

Bradley University AIGA Executive Committee, *Treasurer*, August 2010—May 2011

- Organized regular meetings as well as trips to design conferences throughout the school year.
- The trips and meetings provided a community for design students.
- Also made informational posters for a visiting-artist lecture series hosted on campus.

Club BU, *Student Representative of Bradley University*, August 2009—May 2010

- Hosted 5 prospective students over night during the course of two semesters.
- Aided in their college selection process by getting to know them and sharing my college experiences.
- 2 of the students hosted are currently attending Bradley University because of their stay.

Activities Council of Bradley University, *Graphic Designer*, Peoria, IL, January 2010—May 2011

- Designed posters to advertise on-campus events to the student body.

iBradley Interactive Media Competition, *Award Winner*, Peoria, IL, April 2009, 2010

- Annual interactive media competition open to any student in the state of Illinois.
- Awarded Second Place in the Digital Image Composite category (2009) and in the Interactive Interface category (2010).

SKILLS

Proficient in:

- Adobe CS5 (Photoshop, Illustrator, InDesign, Dreamweaver, Flash)
- Mac OSX; Windows XP, Vista, 7
- Microsoft Office, Open Office
- HTML, CSS

Working Knowledge of:

- Adobe After Effects, Adobe Premier Pro
- Javascript, jQuery, Actionscript 3.0
- Wordpress, PHP
- Java

ACTIVITIES

- **AIGA, *Member***, January 2008—Present
- **The Edge WRBU 97.7FM, *Radio DJ***, August 2009—January 2011
- **Center for Learning Assistance, *Tutor***, January 2010—March 2011
- **United States Soccer Federation, *Grade-8 Certification***, January 2003—Present