

Kevin Reid

Creative Consultant & Designer

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Point Pleasant Beach,
New Jersey

Cannes Lion Bronze
TBWA Rebrand

FWA mobile site of day
Grammys

Webby
Nissan Leaf

Adobe Ps/Ai/Ae
Sigma
Cinema + Redshift
AI Prompts
Sony Alpha
Keynote

PROFILE

- Thoughtful and clever solutions—no matter brand or landscape.
 - Concept to execution, a hands on, multi-level thinker and maker.
 - Can-do attitude and proven finisher in high pressure situations.
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Design Lead, TBWA Chiat Day Los Angeles — 2016-2023

- Design and creative direction with focus on design
- Evolved brands, won pitches & awards, stole business – by finding the soul of brands and creating strategic, bold design vocabularies. Mentor young creatives and teach the older ones.
- Mentoring and management 4-5 years.

Designer/Art Director, TBWA Chiat Day Los Angeles — 2012-2015

Built creative campaigns for Nissan, Gatorade, Pepsi, Visa, Apple, Airbnb.

Motion Designer TBWA Digital Arts Network — 2008-2011

Created a department dedicated to crafting videos and motion design for both brands and business development.

Interactive Designer/Art Director, TBWA Tequila- 2007–2010

Built rich media campaigns for Nissan/Infiniti Motors, PlayStation, Pepsi.

Art Director/Designer — 2002-2007

Freelance: Virgin Astralwerks Records, Disney, Deutsch LA, JWT, Evox Photography, various internet design startups. Photography, Photoshop. Flash.

EDUCATION

- University of Vermont — BA, Studio Art/Philosophy 1998.
- Studio Art Centers Int'l, Florence Italy – Art History, Mixed Media 1999.