

Myriah Reed

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 Portfolio can be found at www.designsbymyriah.com

Personal Profile

I've always been in love with the art and design world and decided to make a career out of it by choosing Medicine Hat Colleges' Bachelor in Applied Arts and Visual Communications Program. This program was appealing for its approach of including the entire creative and technical process, from concept through to production. At the time this was the only degree program in graphic design and it was important to me to reach that level of accomplishment in my field.

I've worked both, design firms and as an inhouse designer, each having their own positives, but I truly do enjoy being close to the place I design for while being an inhouse designer. I feel it's important to have an affinity with the organization and immerse yourself into that brand and culture. This is why I love working as an designer and enjoy collaborating with other communicators.

Career History

Mar 2011 - Apr 2014 . C3 (Formally Climate Change Central)

Communications Coordinator
Calgary, Alberta

Non for profits are where my heart thrives. Working for C3 has allowed me to work at a place where I believe in the cause. I was the primary designer in a small communications team. In charge of design concepts, website management, marketing, brand management, documents, chart and presentation formatting, managing of social media platforms, video editing, and multimedia.

While at C3 I have implemented a full rebrand to the organization, and created a thorough Microsoft Office templating system that makes document creation easy for multiple users.

I have enhanced my knowledge at my time with C3, their willingness for professional development has allowed me to stay current in my field and acquire new skills. Things such as Google Analytics training, current design trends, video editing and production, mobile and social media, story/presentation development and website development.

Mar 2007 - Mar 2011 . Olds College

Graphic Design & Multimedia Coordinator, Office of Advancement
Olds, Alberta

Working for this Post Secondary institution allowed me the opportunity to be involved in so many different areas of a college. Supporting the attainment of Olds College's strategic goals through the design, production and presentation of information in the formats of multimedia and web design, graphic design, print, social media, event design, corporate communications and project management within the college family. I worked on projects to support the President's office, the Board of Directors, Continuing Education, recruitment, athletics, the Alumni, events and general support to the campus.

Working with many departments, I was able to solve their very diverse needs. Discovering each of their unique audiences, I was able to create design solutions with constant active feedback from the client that met all their needs.

I was a pivotal part of the branding of Olds College's new recruitment strategy, as well as their 2013 Centennial. I led the College in the corporate side of marketing, and was the manager of the brand standards of the college across all sub departments.

2008 - Present . Freelance contracts

I have been a part-time freelance designer for a multitude of projects around Central Alberta. I've had the privilege to work on branding, social media, website design, car wraps (mobile media), print and advertising.

Part of contract work is the ability to be open to criticism and changes to design concepts. Contract work also requires project management, presentation and reasoning of the design concepts and creation of briefs and summaries.

May 2006 - Mar 2007. Ideamarket inc
Graphic designer, work term and continued employment
Lacombe, Alberta

This marked my first leap into the design industry with a small marketing firm in Lacombe, Alberta. This work term allowed me to get some real world experience and it was the start to developing my skills of client relations, working within in a team and project management.

I got the chance to create branding packages and transform the marketing of small businesses and tourism-based Alberta companies.

Further Education

. 2002 - 2006 . Degree in Bachelor of Applied Arts (Visual Communications)
Medicine Hat College
Medicine Hat, Alberta

- . How to WOW with Flash (technical book)
- . Graphic Print Production (technical book)
- . Google Analytics University IQ training
- . Webinar: Turn Your Tradeshow Booth Into an Experimental Environment
- . Webinar: Media-mixing, determine where your campaign will be most successful in the media mix, insight into current trends in social media
- . Webinar: Become a Social Media Strategist (Bruce Barger)
- . Webinar: Social Media for Social Good - A How-To Training for Nonprofits
- . Resonate: Present Visual Stories that Transform Audiences [technical book]
- . Fire safety officer and fire safety/ERT training, CPR/AED certification (level C)

Knowledge

Beginner | Adobe Flash, Adobe Premiere and After Effects (video), Microsoft Publisher, WordPress theme creation, Social media (Twitter, Facebook, Flickr, YouTube), Google Analytics, basic HTML and CSS editing

Intermediate | Adobe Acrobat, E-newsletters (Mailchimp, Constant Contact) CMS website management and editing (Drupal, WordPress, Joomla)

Expert | Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Word, Microsoft PowerPoint

Personal Milestones

14 years

Art and design.

9 years

In the design industry.

6 years

Jointly running design business.

Non for Profit/volunteer

Aspire Special Needs

Mural paintings.

Northern Hills Farmers Market Committee

Coordinating communications,
design, marketing, social media.

Olds College Soccer Manager

Coordinating emails, booking,
administration.

The Mustard Seed

Christmas card making and stamping
with the residents.

Dalhousie Community Church/Manifest Church

Graphic design, art, social media,
prop production, project management,
Children's Sunday Church teacher.

Alberta Wilderness Association

Mural painting in the Calgary tower.

Other Skills

- . Technically inclined and have experience with many computer applications and trouble shooting for both MAC and PC environments
- . Well versed in Canada's anti-spam law for email marketing and newsletters
- . Social Marketing through all of Google's platforms (g+ pages, YouTube, local/business pages)
- . Tradeshow booth planning, design and execution
- . Decorating/designing for events and prop making
- . Organizing design assets, and maintaining large photo and file archives

Design Qualities

Thorough and meticulous while being fast and able to work under pressure. Ability to stick to the creative brief and other guidelines. Excellent knowledge of design and typography.

Personal Qualities

Friendly, hardworking, funny (at least I like to think so), eager and passionate. Can do attitude with the drive to get projects done on time and ability to stay late when needed to help out the team.

Hobbies and Interests

Community building, painting, drawing, crafting, hiking, soccer, gardening, volunteering, cooking and health and wellness.

Thanks for taking the time to look over my resume.
Please visit my portfolio at: www.designsbymyriah.com
I look forward to hearing from you soon.

Education credentials and references available on request.

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