


# Myriah Reed

261 Hidden Spring Green NW, T3A 5N4  
Calgary, Alberta  
(ph) 403.333.4753

Email:myriah@designsbymyriah.com

 Portfolio can be found at [www.designsbymyriah.com](http://www.designsbymyriah.com)

## Personal Milestones

### 14 years

Art and graphic design.

### 13 years

In the design and marketing profession.

### 8 years

Jointly running a small design business.

## Non-Profit/volunteer

### Aspire Special Needs

Mural paintings.

### Olds College

### Soccer Manager

Coordinating emails, booking, administration.

### The Mustard Seed

Christmas card making and stamping with the residents.

### Alberta Wilderness

### Association

Mural painting in the Calgary tower.

### Ronald McDonald House

Event volunteer, Taught Paintnite to Parents staying with sick kids at the House.

## Further Education

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

## Knowledge

**Beginner** | Adobe Flash, Adobe Premiere and After Effects (video), Word Press theme creation, Social media (Twitter, Facebook, Instagram, YouTube), Google Analytics, basic HTML and CSS editing

**Intermediate** | Adobe Acrobat, E-newsletters (Mail chimp, Constant Contact), Content management system maintenance and editing (Drupal, Word Press, Joomla), Photography

**Expert** | Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Word, Microsoft PowerPoint, chart and graph creation, typography, layout and colour principles

## Other Skills

- . Technically inclined and have experience with many computer applications and troubleshooting for both MAC and PC
- . 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 project assets
- . All aspects of digital and pre-press print-production
- . Instructing large groups/public speaking
- . Social Media brand management and community building

## 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 enjoys collaborating with others on projects and brainstorming!

## Career History

### **Oct 2018 - Present . Young Living Essential Oils (Mat leave cover)**

Senior Graphic Designer  
Calgary, Alberta

This past year, I've had the experience to produce graphics for a busy retail market in a fast-paced role. Supporting the marketing and sales team with designs across all platforms, websites, social media, emails and print catalogues.

Creatively executing enticing designs for promotions which resulted in some very successful sales days. This role was successfully done while juggling multiple projects of promotions and needs from corporate headquarters.

### **Sept 2017 - Oct 2018 . Ronald McDonald House Charities Alberta (Mat leave cover)**

Design/Marketing Specialist  
Calgary, Alberta

Providing marketing strategies and graphic design to develop a strong, emotive and functional solution for my internal clients. I also raised public awareness for the needs of the organization and the dependency of the families utilizing the House.

Finding innovative solutions to communicate to potential donors, volunteers and to the public. Illustrating the need for the Ronald McDonald House in a families life who has a ill child staying at the hospital.

Being Creative lead provincially and supporting the three Ronald McDonald Houses in Alberta. Through the avenues of public campaigns, special event designs, newsletters, videos, social media and our multiple website and fundraising platforms.

Looking after the marketing needs of our internal stakeholders while ensuring alignment with the mission and overall brand of Global and National Ronald McDonald House's goals.

### **July 2016 - Nov 2017. Paintnite Calgary**

Independent Artist Contractor  
Calgary, Alberta

Paintnite has been one of my most favourite jobs to date. A flexible schedule let me keep time with my family open as well as allowed me to do contract work on the side. It was the job that required the most amount of pre-planning and organization to have events run smoothly. I got so much joy instructing people in basic art techniques.

There was a steep learning curve, as I had never public spoke or instructed before. I soon perfected my style and became a favorite instructor. An extremely hands-off company, they only handled the bookings which allowed me to organize the night and the direction with students and stakeholders. A surprising amount of problem solving and troubleshooting for this job. Helping people on the fly in a 2-hour time period with a group of 40 required lots of multi-tasking and quick thinking.

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

Communications Coordinator  
Calgary, Alberta

While at C3, I was the primary designer in a small communications team. In charge of designing concepts, website management and building, marketing, brand management, document templating, chart and presentation formatting, managing of social media platforms, video editing and multimedia.

I implemented a full rebrand of the organization and created a thorough Microsoft Office templating system that made document creation easy for multiple users. I successfully marketed energy efficiency in a difficult market, and reached our organizations goals.

I enhanced my knowledge at my time with C3, their willingness for professional development 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