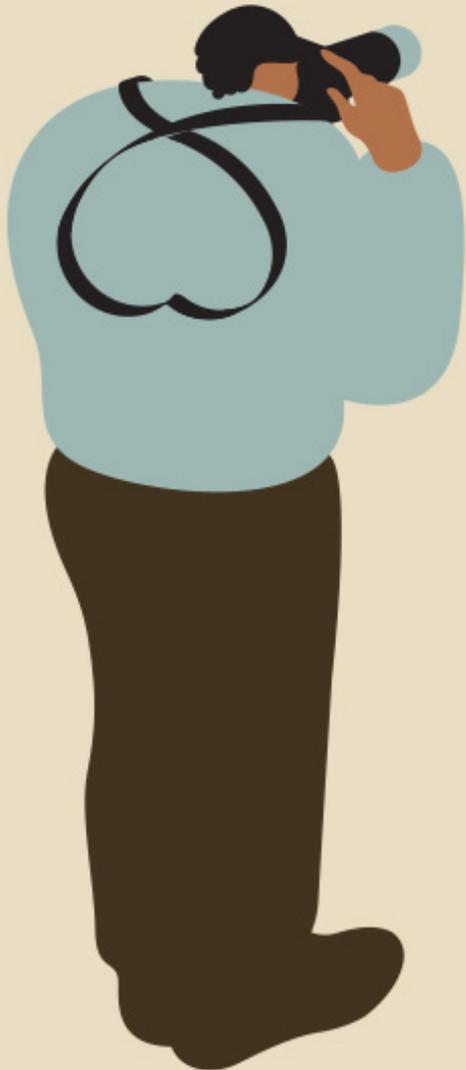


The
Illustrated Story
of Joslyn Reid

For as long as I can
remember, I have expressed
myself through art...





... starting from the very first photos I took on my camera as a child, to the various campaigns and brands I've worked with during my professional career.

I have worked independently to develop my style, collaborated with small businesses to help them build their unique image, and communicated their message in a competitive industry. I have worked with iconic, national and multi-national brands to refresh their image or design new, modern campaigns.



No matter the business type, a strong work ethic, interpersonal skills, efficiency, and multi-tasking are necessary to create the best work possible. These are all skills that I possess and often use as I exercise my creativity. I am passionate about art and the creative process and my diverse catalogue of work powerfully illustrates this.



My body of work is the story of my life, chronicling my growth over the years and the various styles and strengths I possess.



Software Knowledge

90%

FontLab, SketchUp,
Principle, Balsamiq

100%

Adobe CC (Illustrator, Photoshop, InDesign, After Effects, Flash, Audition, Muse, Lightroom, Premiere Pro, Acrobat Pro), Asana, Wrike, Keynote, MS Office Suite (Powerpoint, Word, Excel, Outlook), Type Tool, Fontographer, Font Lab, Slack, Sketch, Invision, Flinto, Mailchimp

60%

Processing, Blender,
CSS, HTML, Dreamweaver

Professional Experience

Hootsuite
Vancouver (2018-Present)

Team Lead, Brand Design / Illustrator / Photographer

Lead and mentor a team of designers, motion artists and videographers on projects spanning across UX / UI, Graphic Design, Illustration, Photography and Branding projects on multiple projects within a Budget and meet time-sensitive deadlines. Conduct research, analysis, and Design work on both small and large-scale projects.

Shopify
Ottawa (2017-2018)

Sr. Design / Illustrator

Creative lead on projects spanning across UX / UI Design, Illustration, Photography, Graphic Design and Branding projects. Conduct research, analysis, and Design work on both small and large-scale projects. Create sketches, mock-ups, prototypes, finished designs, and presentations.

Mediaplus
Ottawa (2007-2016)

Art Director / Illustrator

Manage and execute final Web Design, Illustration Identity systems, logo design, Editorial design and Photography from start to finish. Establish conceptual frameworks to solve complex brand initiatives. Design and produce creative solutions across all phases of the digital creative process.

Platforms

Mac OS/iOS, Windows & Android,
Wordpress, Shopify, Squarespace.

Skills

Art/Creative Direction, Graphic Design, Illustration, UI/UX design, Video Editing, Photographic Compositing, Photo Retouching, Photography, Typography, Lettering, Frame Animation, Data Visualization, Silkscreen, 3d Modeling, Engraving, Security printing.

Education

Diploma in Visual Communications
(with distinction) Edna Manley School for the
Arts, Kingston, Jamaica.