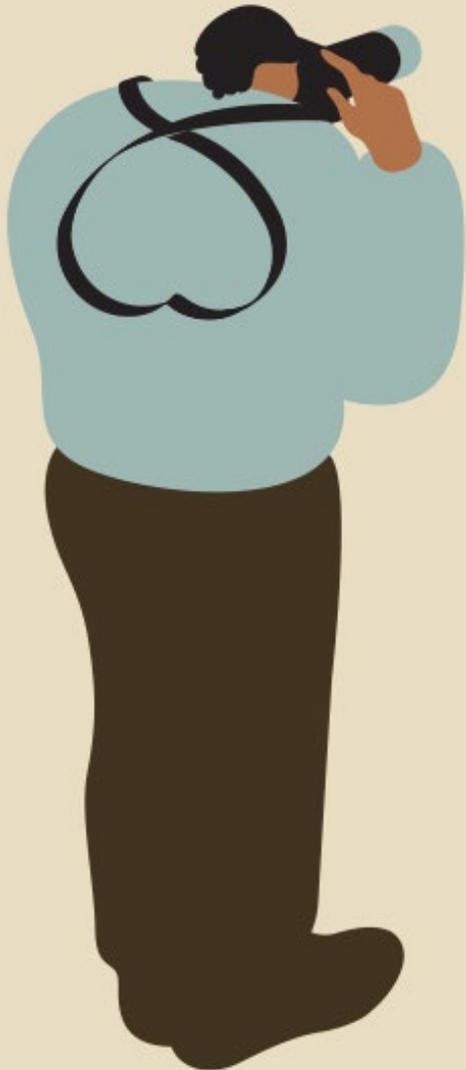


*The*  
Illustrated Story  
*of* Joslyn Reid

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





No matter the business type, strong work ethic, interpersonal skills, efficiency, and multi-tasking are all necessary to create the best work possible. These are all skills that I possess and use on a daily basis as I exercise my creativity. I am passionate about art and the creative process and my diverse catalog of work strongly illustrate 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.



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## Software Knowledge

60%

Sketch, Type-tool, SketchUp, Principle,  
Balsamiq, Flinto

100%

Adobe CC (Illustrator, Photoshop, InDesign,  
After Effects, Flash, Audition, Adobe Muse,  
Adobe Lightroom, Adobe Premier) Asana,  
Keynote, Microsoft Office, Microsoft Powerpoint

30%

Processing, Blender, CSS, HTML

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## Professional Experience

Shopify

Ottawa (2017)

Sr Design / Illustrator

Mediaplus

Ottawa (2007-2016)

Senior Art Director / Graphic Designer  
Illustrator / Photography

Banfield Agency

Ottawa (2006-2007)

Art Director / Graphic Designer / Illustrator

Craft brand strategies spanning UX / UI Design,  
Illustration, Photography, Graphic Design and  
Branding projects. Conduct research, analysis, and  
design work on both small and large-scale projects.  
Lead and mentor teams on multiple projects within a  
budget and meet time sensitive deadlines

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.

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

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## Platforms

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

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## 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.

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## Education

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