



morganreese84@gmail.com



Available upon request



MORGAN REESE

DIGITAL DESIGN | GRAPHIC DESIGN | VIDEO | ANIMATION

BASIC SKILLS

CREATIVE DIRECTION
DIGITAL DESIGN
VIDEO EDITING
ANIMATION
CONTENT CREATION
MOTION GRAPHICS
WEB DESIGN
PRINT DESIGN
AI GENERATION
PHOTOSHOOT DIRECTION
VIDEOGRAPHY
CATALOGING
BRAND DEVELOPMENT
PRESENTATION
TEAM LEADERSHIP
CLIENT MANAGEMENT
STRATEGIC THINKING
ADAPTABILITY

SOFTWARE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE XD
ADOBE INDESIGN
ADOBE AFTER EFFECTS
ADOBE PREMIERE
SKETCH
FINAL CUT
CAPCUT
MICROSOFT OFFICE

PROJECT MANAGEMENT

JIRA
BASECAMP
WORKFRONT
WORKAMAJIG

EDUCATION

2002 - 2006

SAVANNAH COLLEGE OF ART AND DESIGN

BACHELOR OF FINE ARTS | ANIMATION

EDUCATION

EPSILON | SENIOR ART DIRECTOR | 2021 - 2023

As a Senior Art Director, I spearheaded comprehensive digital and UI design projects - showcasing a keen eye for visual synergy, innovation and aesthetics. Assisted the Creative Director in developing creative strategies for the loyalty programs of industry giants such as Jared Jewelers, Kay Jewelers, and Zales Jewelers, ensuring a seamless blend of artistic vision and brand objectives. Collaborated cross-functionally, leading design teams through ideation, conceptualization, and execution phases. Delivered compelling visual solutions for landing page updates, campaigns, and sweepstakes, as well as lead all social media content creation, consistently exceeding client expectations and enhancing brand presence in the competitive retail market.

CARTER'S | ART DIRECTOR - CONTRACT | 2021 - 2021

As an Art Director for Carter's, I collaborated closely with the Creative Director in executing a seamless summer campaign rollout. I played a pivotal role in both digital and print realms, applying a comprehensive approach to creative direction. Assisted in orchestrating impactful photoshoot styling, meticulously curating visual narratives that aligned with the brand's ethos. Additionally, I contributed to model casting, ensuring a diverse and engaging representation. Seamlessly blending creativity with strategic insight, our collaborative efforts enhanced the campaign's visual excellence, solidifying Carter's standing in the competitive children's clothing market.

EDIBLE ARRANGEMENTS | GRAPHIC DESIGNER | 2020 - 2021

As a Graphic Designer for Edible Arrangements, I led diverse initiatives spanning digital and print realms. Provided creative direction for a range of projects, including e-commerce web design, email design, and social media visuals. Applied animation expertise to elevate online and social content, engaging audiences effectively. Crafted visually compelling in-store signage, ensuring a cohesive brand experience. Contributed to the overall aesthetic through photoshoot styling and innovatively designed product packaging. My role involved a holistic approach, seamlessly integrating design elements across various platforms to enhance brand identity and customer engagement.

BOYS & GIRLS CLUBS | MOTION DESIGNER - CONTRACT | 2019 - 2020

As a Motion Graphic Designer for Boys & Girls Clubs of America, I took charge of dynamic initiatives in the digital and video domain. Specialized in creating captivating motion graphics, employing animation techniques, and expertly handling video editing tasks. Innovatively crafted visually compelling content to enhance the organization's digital presence. Contributed creative solutions that brought campaigns to life, ensuring a seamless blend of design elements and storytelling. My role involved leading initiatives that spanned the spectrum of digital and video production, fostering engagement and amplifying the impact of Boys & Girls Clubs of America's visual communication strategies.

PURERED AGENCY | DIGITAL DESIGNER | 2016 - 2019

As a Digital Designer at PureRed, I played a pivotal role on the agency's premier client team, focusing on Dollar General. Led diverse initiatives that encompassed digital and production realms, with expertise in animation, web design, and layout. Provided creative direction to ensure cohesive and visually impactful campaigns. Skillfully managed photoshoot styling for various projects, contributing to the creation of engaging visuals. Applied design expertise to product packaging, signage, and social media planning/campaigns, enhancing Dollar General's brand presence. Additionally, played a key role in copywriting, ensuring a consistent and compelling narrative across various channels. My contributions to this leading and highest-grossing client team reflected a commitment to excellence in digital design and strategic communication.

RENTPATH | CREATIVE MEDIA SPECIALIST | 2016 - 2016

As a Creative Media Specialist at RentPath, I took charge of dynamic responsibilities in the digital advertising space. Leveraged photo and video editing skills to craft immersive virtual tour experiences, enhancing the online presence of apartment listings. Implemented animation techniques to bring visual elements to life, capturing audience engagement. Played a key role in web design, ensuring a user-friendly and visually appealing online experience. Additionally, took charge of website maintenance, ensuring up-to-date and relevant content. My role involved a holistic approach to creative media, combining technical expertise with a strategic vision to drive impactful visual storytelling in the competitive apartment finder industry.

AUTOTRADER | DIGITAL MEDIA DESIGNER | 2012 - 2016

As a Digital Media Designer at AutoTrader, I spearheaded pivotal responsibilities in the digital advertising realm. Applied animation expertise to create engaging and visually dynamic content. Specialized in the production and design of web banners, ensuring a captivating online presence for automotive listings. Contributed to brand identity through logo design, aligning visual elements with marketing objectives. Led comprehensive campaign planning, orchestrating strategic initiatives to enhance brand visibility. Played a key role in media marketing, employing a customer-centric approach to support and engage AutoTrader's user base. My role encompassed a multifaceted skill set, combining design proficiency with strategic planning to drive impactful digital media solutions in the automotive industry.

SCAN ME



PORTFOLIO | morganreese84.wixsite.com/mreeseportfolio