Ian Reed

PROJECT MANAGER, PRODUCT DEVELOPER, GRAPHIC DESIGNER, ILLUSTRATOR

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WHO IS IAN REED?

I am a maker and a doer. I deeply understand processes, and what needs to take place in order for things to become reality, be it product, service, or platform. I love learning and teaching others, as well as looking for opportunity to grow skills.

Having worked with high profile clients such as Cards Against Humanity, the FDA, the NFL, NHL, NBA and MLB, I can quickly, creatively, and accurately accomplish any goal in front of me.

WORK EXPERIENCE:

AD MAGIC/BREAKING GAMES – *(2016-2021)*

All aspects of product development, including:

- Engineering products to be profitable.
- Working with overseas factories located in China.
- Executing marketing strategies, social media & trade shows.

NEW WORLD DEVELOPMENT (VIA AD MAGIC) – *(2016)*

Worked as a General Contractor; Commercial & Residential.

- Worked on a team of 3 people, so projects were often seen from start to completion.
- Performed Masonry, Carpentry, Electrical, and Landscaping.
- Maintained, utilized, and repaired entrusted equipment.
- Used mid-size equipment such as Loaders, Excavators and Lifts.

YODEO GAMES – *(2014-2016)*

All aspects of product development and launch, including:

- Designing the mechanics and art of board games.
- Working with overseas factories located in China.
- Fulfillment and product support, including online sales.
- Executing marketing strategies, including trade shows.
- Managing of taxation, vendor licenses, and logistics.
- Directing a team of dedicated volunteers.

TELEFLEX MEDICAL – *(2014)*

- Created labeling for medical devices according to regulations set by the FDA.
- Wrote and illustrated "Instruction For Use" booklets for medical devices to be used by doctors, based on input and revisions by medical engineers.

BLEACHER CREATURES – *(2011-2013)*

- Developed hundred of toys under the licenses of the NFL, MLB, NHL, and NBA, the CLC and Adidas.
- Designed the cartoon style used to resemble popular professional athletes, which is still emulated today.
- Managed submissions of digital plans and physical prototype samples for licensing approvals.
- Directed a team of graphic designers and interns.

EDUCATION:

HUSSIAN SCHOOL OF ART – *(2002-2006)*

Areas of study: Graphic Design and Illustration

ACHIEVEMENTS

- Graduated Honors.
- Multiple academic awards in digital design and illustration.
- Travelled to local highschools as a recruiter.

CENTER FOR ARTS AND TECHNOLOGY – *(1999-2002)*

Areas of study: Graphic Design and Illustration

SKILLS:

SOFTWARE:

- ADOBE CREATIVE SUITE:
- COREL DRAW & PAINTER:
- QUARKXPRESS:
- DREAMWEAVER:
- FLASH:
- MICROSOFT OFFICE:

ACTIVE SKILLS:

- GRAPHIC DESIGN & EGD:
- ILLUSTRATION:
- USER INTERFACES:
- PRODUCT DESIGN:
- WRITING:
- LEADING OTHERS:

YOU MAY BE INTERESTED TO KNOW:

- I am rebuilding a 1969 VW Beetle. My dad helps.
- I love woodworking, and refurbishing antiques.
- I am left handed.
- My daily driver is a 1995 Jeep with a Cummins Diesel. 30+ mpg!
- My D&D group gets together every Sunday. (For over a decade!)
- Bonus Skill: DEUTSCHE SPRACHE: