felicia m. reid

VISUAL DESIGNER | STRATEGIC COMMUNICATOR

summary

A visionary and empathetic designer with over eight years of experience transforming ideas into impactful visual solutions. My passion lies in blending creative strategy with purposeful communication to design experiences that truly resonate and inspire change.

education history

2022
GEORGETOWN UNIVERSITY
Master of Professional Studies,
Design Management and Communications

2017
NEW YORK UNIVERSITY
Certificate in Design,
Graphic Essentials

2013
BROOKLYN COLLEGE
Bachelor of Science,
Information Systems

contact

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skills

Design: Art direction, typography, logo creation, print layout, color theory, photo editing, wireframes, mockups, UX design, prototypes, mobile/web UI, user research, HTML, CSS.

Project Management: Adaptability, time management, problem-solving, communication, planning, leadership, budget and conflict management.

Software/Tools: Adobe Creative Cloud, Microsoft Office, Google Workspace, Slack, Teamwork, Figma, Miro, Canva, Logi Analytics, Mailchimp, Sendgrid, Umbraco LMS, Formstack.

work experiences

STRATEGY & DESIGN MANAGER
Thresh Dance Co. | New York, NY
August 2024 - Present (Part-Time)

- Design proposal decks, develop email marketing materials, and create monthly newsletter content.
- Lead branding strategies to establish a cohesive visual identity across all platforms.
- Manage a team of interns, reviewing their contributions to marketing initiatives and content development.

OCM COMMUNICATIONS CONSULTANT
Cooper Surgical, Inc. | Trumbull, CT
December 2023 - June 2024 (Contract)

- Revamped intranet sites, boosting engagement by 140% in two months with strategic content updates.
- Developed weekly communications to keep teams informed on project updates, enhancing transparency and collaboration.
- Designed and maintained branding assets to ensure consistency across all team communications and materials.

COMMUNICATIONS & DESIGN MANAGER
NY Early Childhood Professional Development Institute, CUNY | Brooklyn, NY
March 2022 - February 2023

- Developed engagement models with state agencies, boosting Aspire Registry portfolio completions by 25%.
- Facilitated virtual training for 900+ staff and created marketing materials, increasing program participation by 30%.
- Managed communications, achieving a monthly CSAT score of over 90% and launched a help center, reducing support inquiries by 40%.

OUTREACH & COMMUNICATIONS ASSOCIATE
NY Early Childhood Professional Development Institute, CUNY | Brooklyn, NY
November 2015 - March 2022

- Supported relationship-building with local and national partners to enhance New York Works for Children's & the Aspire Registry's effectiveness.
- Coordinated outreach for NYC DOE Pre-K classrooms, growing Aspire Registry membership from 3,000 to over 20,000 in 18 months.
- Developed print and e-documents, launched an online help center boosting engagement by 40%, and drafted content for 200+ email campaigns and 50+ newsletters.