



NAME

Laron Reed

CONTACT

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PERSONAL STATEMENT

I have an immense passion to create, and express myself through visual art and crafting experiences with attention-grabbing design with a pragmatic approach. I believe that design is more than what we see – it is a solution to address design constraints and build within a window of opportunity.

EXPERIENCE

MERGE

Art Director

January 2024 - Present

My role as an Art Director and Designer at MERGE consisted of shaping the visual and creative direction of campaigns and projects. My main account was LG Electronics and that is where I focused on creating captivating display strips, graphics and monitors for the 2024 Vendor Pad and TV retail areas. I provided art direction for the impressive 24ft and 16ft Experience Walls, prominently featured in major retailers like Best Buy, Walmart, Target, and Costco. My role also involved conceptualizing innovative strategies to enhance shopper engagement within these dynamic environments. Through thoughtful design, I aimed to elevate the overall customer experience and showcase LG's cutting-edge technology. A few of these projects were for Subway, Indiana University Health, Elanco, as well as the MERGE brand. All in which I blended creativity, leadership, and strategic thinking to ensure that the visual elements align with the client's goals and resonate with the target audience.

EDUCATION

Academy of Art University

San Francisco

BFA Graphic Design

CAPABILITIES

Adaptability

Attention to detail

Multitasking

Communication

Creativity

Leadership experience

Motion Graphics

SOFTWARE SKILLS

Illustrator

Photoshop

After Effects

Premiere

XD

Dimensions

InDesign

Dreamweaver

Wordpress

WEBSITE

www.laronreed.design

EXPERIENCE

The Lakota Group
Art Director
January 2021 - 2024

Collaborate on the development of marketing materials, including engaging proposals, dynamic social media content, website design, and visually compelling presentations tailored for community outreach. Lead the creation of cohesive project branding and logos, applying these across various platforms such as websites, social media, community flyers, posters, and materials for workshops and open house events. Produce promotional videos that highlight the firm's capabilities and elevate project presentations. Partner with an urban design firm to generate creative ideas that enhance brand awareness and foster meaningful public engagement. Support design and planning teams by crafting innovative information designs, placemaking concepts, and graphic communication strategies to effectively convey project goals.

Effortless Presence
Art Director/Designer
November 2021 - Present

As the creative lead for this startup software company, my role was to define and elevate the brand's overall look and feel. I played a key part in shaping the company's visual identity, user experience, and brand presence across all touchpoints. This included designing assets for mobile platforms, tradeshow, and presentations to ensure a cohesive and impactful representation of the brand.

The startup was founded to revolutionize restaurant operations by offering a more efficient way to manage menus, streamline business processes, and enhance customer interactions. My designs not only encapsulated this mission but also contributed significantly to building credibility and trust. Notably, my work played a crucial role in securing a partnership with Coca-Cola representatives, a collaboration that has proven invaluable to the growth and success of Effortless Presence.

Freelance
Designer
2015 - Present

As freelance designer specializing in branding, logos, and art direction I play a critical role in creating visual identities that communicate a brand's personality, values, and purpose. Combining strategic thinking with creative design to help small businesses stand out and connect with their target audience.

