

# 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

 718.406.2413

 feliciareid1@gmail.com

 feliciamreid.com

 linkedin.com/in/feliciamreid/

## 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*

- Design proposal decks and ensure consistent branding across digital and physical platforms.
- Develop and manage social media, including content calendars and fundraising campaigns.
- Prepare marketing materials, build newsletters, and maintain the Thresh website.

### 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.