

# JESSE FINLEY REED.

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## EDUCATION.

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### Yale University | School of Art | New Haven CT

Masters of Fine Art | Photography | May 2004  
Larry Krammer Initiative Grant Recipient 2002-2003  
Graduate Fellow, Jonathan Edwards College, 2003-2004

### Tufts University | School of The Museum of Fine Arts | Boston MA

Bachelor of Fine Arts | Minor in Sociology | May 1998  
Merit Scholarship Award Recipient | Cumulative GPA 3.75

## SKILLS.

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- Fluent in Adobe Creative Suite, QuarkXPress, MS Office; basic knowledge of Final Cut Pro
- Complete knowledge of photography: retouching, color correcting, scanning and digital printing
- Ability to multi-task, organize and juggle a variety of projects in a fast paced environment
- Experience working with a range of organizations and individuals to accomplish projects effectively and efficiently

## EXPERIENCE.

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### Freelance Graphic Designer | 9.2004-present

- Design and execution of corporate identities, catalogs, brochures, direct mailings, advertisements
- Website design & architecture
- Clients include: baby idesign, The Lincoln Center Institute, Fund in the Sun, Batoto Yetu Dance Company, Kensington Event Staffing, The Eventguard, The Center, The College Board, Diapositive Group, The Fire Island Pines, Hallak Cleaners, Megu Restaurant Spielhaus Morrison Gallery, Tom McWilliams Photography and Yale School of Art.
- Agency Experience: Arnell/PepsiCo./Special Olympics, BBDO/Target, Nitro/Jim Beam, Sargent & Berman/UCLA/Princess Cruise Line

### Yale University | New Haven CT | 4.2003 - 5.2005

Programming Coordinator for the Office of Diversity  
Responsibilities included:

- Strengthening the diversity on the Yale campus through the programming of LGBTQ events for the Graduate Schools.
- Developed & directed the LGBTQ Advisory committee. Its mission: to improve the quality of life for LGBTQ individuals at Yale.

Teaching Assistant

- Led class discussions and facilitated class critiques.

### Diapositive | New York NY | 8.2000 - 8.2002

Art Director for a collection of high-end professional photographic labs.

- Designed and produced promotional materials.
- Created advertisements for magazines including Picture, Black Book, Flaunt, Ocean Drive, Large-Format.
- Wrote and designed layout of websites.
- Clients included: fashion photographers, magazines, art directors and artists.
- Conceptualized individual and collective identities for each of the 12 labs.
- Created storefront signage.

### Unison, Inc. | Boston MA | 10.1998 - 5.2000

Marketing Coordinator for a professional photographic and digital printing lab.

- Formulated corporate branding strategy
- Created promotional materials
- Researched new markets, and assisted sales force.
- Created a database & portfolio of company projects.
- Transferred traditional archives onto digital/CD archive.
- Wrote and edited segments of brochures and sales kits.
- Wrote and edited material for web page.