

Reann Nye is a graphic & digital designer.

📞 716.704.9816 @ reannnye@gmail.com 📧 reannnye.rocks

EXPERIENCE

CYPRESS NORTH | Senior Digital/Graphic Designer | 2021-2024

- Lead development of high-quality creative solutions across a variety of print and digital channels including paid, social, landing pages, websites, branding, e-books, brochures, and presentations.
- Managed design projects for B2B and B2C clients across various industries, including healthcare, education, tech, and manufacturing.
- Researched UX strategies, defined user personas, and designed websites from wireframe to prototype while implementing best practices.
- Collaborate with cross-functional teams such as marketing, development, and data to deliver successful design solutions that aligned with KPIs.
- Managed multiple design projects simultaneously, coordinating with clients and internal stakeholders to meet project goals.
- Guide and give feedback to lower-level and non-design professionals in best design practices.

COCO MARKETING | Digital Designer (Freelance) | 2021-2022

- Designed and implemented user-friendly interfaces for web and mobile application, resulting in positive user feedback.
- Build digital assets for emails, videos, social, paid web, direct mail, and outdoor advertising.

ATLAS STUDIOS, ROSWELL PARK | Multimedia Designer | 2020-2021

- Lead creation of successful design solutions across a variety of print and digital channels such as social, email, paid, and video.
- Managed the design and production of corporate branding materials, ensuring brand consistency across all touchpoints.
- Prioritized multiple projects from concept to completion and lead communication with clients.

ROSEN PUBLISHING GROUP | Graphic Designer | 2014-2020

- Conceptualized and designed dynamic book cover and interior layouts.
- Collaborated with marketing teams to create on brand display ads for online advertising campaigns, maximizing click-through rates.
- Managed photo research budgets and design time to stay on course with projected ROI's.

EDUCATION

SUNY College at Buffalo, Communication Design, BFA May 2014

TECHNOLOGY

Figma | Illustrator | Photoshop | InDesign | XD | After Effects | Premier | Lightroom | Wordpress | Elementor
Microsoft Office Suite | Google Workspace | Asana | Basecamp | Clickup | Slack | Mailchimp | Hubspot | Klaviyo