# REEM GREGG

## GRAPHIC DESIGNER

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## EXPERIENCE

### LEAD GRAPHIC DESIGNER
**Georgia-Pacific**
August 2018 – June 2020

Lead designer for three segments of the GP PRO Brand Experience Team: Industrial, Office, and High Traffic.

- Designed complete Georgia-Pacific trade show sets at the Grainger Show and Fastenal Expo.
- Conceptualized product launch materials. Handled the resulting design work, including print collateral, web, email, and paid media campaigns.
- Directed photoshoots for Industrial Segment image collection, eventually used for brochures and websites.
- Designed brochures and sell sheets used by Georgia-Pacific's B2B sales teams.
- Served as design point-of-contact with management, product and legal for all work within these segments.

### LEAD GRAPHIC DESIGNER
**DRUM Agency**
August 2016 – July 2018

Lead designer, and involved in conceptualization for:

- Direct mail packaging for clients in the healthcare, banking, and non-profit industries.
- Magazine print ads for client in the insurance industry.
- Creative templates used for RFPs.

Involved in the design and conceptualization of:

- Email marketing campaigns for clients in the banking, communications, and non-profit industries.
- Web banners for clients in the banking and non-profit industries.

Main Clients:

- Aflac, AT&T, Six Flags, SunTrust, Synovus Bank, Tractor Supply Co.

### GRAPHIC DESIGNER
**EY Studios**
December 2015 – July 2016

Involved in the design, conceptualization, and client communications of:

- E-commerce websites for clients in the retail and healthcare industries.
- Logos and marketing materials (ads, logos, newsletters, emails, web graphics, trade show booths) for clients in the medical, automotive, retail, and recreation industries.

Worked in an agile environment alongside graphic designers and back-end developers.

### CREATIVE DESIGNER
**Camerapix Publishers Intl.**
**Nairobi, Kenya**
June 2002 – July 2003

Designed in-flight magazines for Ethiopian Airlines and Air Seychelles. Responsibilities included page layout, setting guidelines, implementation of typographical systems, as well as physical design of the magazines.

## EDUCATION

**Illinois State University | Normal, IL**
Bachelor of Science in Graphic Design

**Spoon River College | Canton, IL**
General Education

## SKILLS

**InDesign**
**Photoshop**
**Illustrator**
**After Effects**
**Premier Pro**
**Microsoft Office**
**Google Suite**

**Graphic Design**
**Print Design**
**Digital Design**
**Web Design**
**Color Theory and Color Sense**
**Branding and Logo Design**
**Typography and Lettering Design**