

Maggie Reid

520 Cathedral Parkway #8B

New York, NY 10025

646.441.7997

maggie@maggiereid.com

<http://www.maggiereid.com>

GRAPHIC DESIGNER

- Experienced interactive art director and graphic designer able to structure and execute compelling visual presentations. Background includes work with a broad range of startups including businesses focused on digital education to non-profit organizations focused on civic issues.
- Designer of core communications programs for evolving organizations, including branding, websites, marketing materials and user experience models
- Designer of learning environments for a variety of goals, including skills acquisition, problem solving and creative work
- A strong partner in strategic planning and organizational development

EDUCATION

2004 – 2007 Teachers College, Columbia University (M.A. in Instructional Technology and Media)
Thesis Topic: *Technology as an Instrument for Creative Expression*

1986– 1988 School of Visual Arts (B.F.A. in Illustration)

1978 – 1982 Pennsylvania Academy of Fine Arts (Certificate of Study in Painting,
Landscape Painting Award)

WORK EXPERIENCE AND INTERNSHIPS

Design Consulting

- Graphic design and educational development services to meet a broad range of clients objectives
- Current focus of practice is on combining technology and aesthetically informed design to develop innovative solutions for clients

1994 – present *Partial Client Listing:*
GSD at Harvard University
Funderstanding, Inc.
Martha Schwartz, Inc.
The Museum of Modern Art, MoMA
New York City Department of Education
Johns Hopkins University
The Working Group for Sustainable Cities at Harvard University

Staff Positions

2010 – 2011 Working Group for Sustainable Cities, Harvard University - Director of Information
Technology and Communications

1997 – 1999 Funderstanding, Inc. – Graphic Designer

1990 – 1992 Tiffany & Co – Graphic Designer

1988 – 1990 M&M Design – Graphic Designer

Teaching Positions: Digital and Print Design

- Course instructor for in Interactive and multimedia design with Flash, Graphic Design with QuarkXpress, Illustration with Adobe Illustrator, Photoshop for art directors and designers
- Develop curricula and instructional materials for classroom and online courses

2008 – 2012 Time Inc. – Instructor
2005 – 2006 Teachers College, Columbia University – Instructor
1998 – 2006 The New School – Adjunct Professor
2000 – 2002 Parsons the New School for Design – Adjunct Professor
2001 – 2002 The New School Online – Adjunct Professor
2000 – 2004 Association of Graphic Communications – Instructor
1996 – 2002 United Digital Artists – Instructor
1997 – 2000 I.M.A.G.E. Inc. – Instructor
1997 – 1998 Baruch College – Instructor
1992 – 1994 City College of New York – Guest Artist on Jury for Design Studio

Internships

2005 Instructional Design Intern Columbia University Center for New Media Teaching and Learning

- Assist Art Director with interface design
- Assist educational technologist
- Research and proposal for CCNMTL's website upgrade

KEY SKILLS

Graphic Design

- Graphic Design for Print
- Digital Design
- Interface Design
- Interactive Art Director
- Web site Design
- Illustration

Communications/Education Design

- Learning Environment Development
- Curriculum Design
- Application Development
- Instructional Design
- Educational Technology Development
- Classroom and Online Teaching

SOFTWARE AND PROGRAMMING SKILLS

- Graphic Design and Illustration
Proficient in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Lightroom
- Web, Application and Presentation Design
Proficient in Adobe DreamWeaver, Adobe Flash, Microsoft PowerPoint, QuickTime, HTML, CSS, TextMate
Knowledge of Ruby on Rails, Flash ActionScript, PHP, JSP, Java
- Storyboarding and Mapping
Proficient in OmniGraffle