

DANIEL REIDER

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HIGHLIGHTS

- Over 20 years as graphic designer, creative content developer and visual identity/brand strategist.
- Educated in Design Thinking (CA College of the Arts) and User Experience/HCI (Stanford).
- Leader, cross-disciplinary entrepreneur and problem solver.
- Committed to sustainable solutions, volunteerism, community engagement and social justice.

SKILLS AND EXPERIENCE

Graphic Design and Communications

- Created graphics for web and print, including full spectrum of marketing collateral.
- Built brand strategies and visual identities.
- Created impactful slide shows with a focus on public speaking and presentation style.
- Excellent editing and writing skills.
- Developed web sites and mobile apps.

User Experience/Human-Computer Interaction

Experienced with the following:

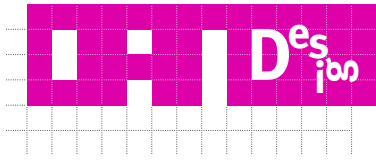
- Concept development and goal setting, ethnographic research, needs analysis and persona development
- Storyboarding, mockups and early/advanced prototyping
- Heuristic evaluation methodologies
- Learning theory and cognition
- Usability studies

Content and Program Development

- Developed online/mobile career transition program targeted at baby boomers.
- Developed SmithGroup University, a comprehensive in-house education program for a major national architecture firm, increasing participation by 300%.
- Designed and managed complex architectural graphics workflows for major joint-venture healthcare architecture projects. This project brought coherence to a previously chaotic presentation system.
- Developed and managed comprehensive in-house color management system. From finding a need to solving the problem, this project became a critical success and was emulated nationally.
- Created popular SF-based bike event currently slated to become major charity event in 2014.

Leadership and Strategy

- Directed SmithGroup University.
- Member, National Sustainability Committee, SmithGroupJJR. Developed nationally broadcast educational events and led brand development for corporate sustainable architectural practice.
- Member, National Graphics Committee, SmithGroupJJR. Developed corporate standards, designed annual report and national collateral.
- Founder and Leader, 7 Hells of San Francisco Bike Ride, 2007–Present. San Francisco's most challenging bike event takes bikers up and over the steepest hills of the City. Annual fundraiser for the SF Bicycle Coalition.



Training and Education

- Taught visual communication and use of digital tools.
- Created technical documentation, online tutorials and educational handouts.

Technology and IT

- Provided R&D, recommending purchases of graphic design tools, printers, scanners and cameras.
- Designed and provided office-wide support for in-house print workflows.
- Designed and managed comprehensive color management system.

WORK HISTORY

- Strategic Energy Innovations, a Taproots Foundation Service Grant, Feb. 2013–Present.
Visual identity and brand strategy.
- Dan Reider Design, 2005–Present.
Visual identity, brand strategy, web sites, presentations, annual reports, newsletters, posters and signage.
- SmithGroupJJR, Senior Graphic Designer, 1992–2012.
Marketing/communications collateral, branding, presentations, info graphics, signage, posters, standards development, email/web design and annual reports.
- Musician, 1996–2000.
Pianist/keyboardist, composer, director, theater production.

HONORS AND AWARDS

- National Design Award, Graphic Design USA Magazine: 2007, 2008, 2010, 2011

PROFESSIONAL AFFILIATIONS AND ORGANIZATIONS

- LEED Green Associate
- AIGA (American Institute of Graphic Arts)

EDUCATION

- Stanford University (through Coursera), Human-Computer Interaction
- California College of the Arts, Leading by Design Fellows Program
- Advanced Management Institute, Time Management
- University of California, Berkeley, BA, Music

SOFTWARE TOOLS

- Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator, InDesign and Acrobat)
- App Development: Balsamic, Justinmind
- Web: WordPress, DreamWeaver, HTML, CSS
- eLearning: Captivate, Articulate
- Presentation: PowerPoint, Keynote
- Google Apps
- General Support: MS Word and Excel

> [For online portfolio, click here](#)