

Tracey Reid

Unit 9, 3 Orient Avenue, Mitcham, Victoria, 3132

Web: www.reidesign.co.za E-Mail: trace@reidesign.co.za

Phone: +61 42 179 7153 Skype: Trace17 Twitter: TraceReid

Nationality: South African

Profile

I am a confident and outgoing individual. After studying information systems for two years I decided to take my knowledge of computers and apply it to something more creative, something that I am passionate about. I have a very strong work ethic and strive to achieve in all that I do by setting realistic goals and working towards these. I welcome challenges and work best under pressure. I am a self-starter and a team player that consistently takes the initiative in problem solving. I am highly organised and have a strong eye for attention to detail.

Education

Vega the Brand Communications School

2006 – 2008

BA in Communications Management, specialising in Creative Brand Communications

Major in Multimedia Design

UNISA

2003 – 2004

BCom Information Systems

Incomplete

Pietermaritzburg Girls' High School

1998 – 2002

Senior Certificate with Merit

Experience

Reidesign, Cape Town

1 October 2010 – Present

Creative Director

As sole proprietor of Reidesign my duties cover all areas of the business including the management and administration of the company; concept, sitemaps, wireframes to determine functional and navigational requirements, design and the front-end development of websites; HTML emails; corporate identities and print media.

Tracey Reid

Unit 9, 3 Orient Avenue, Mitcham, Victoria, 3132

Web: www.reidesign.co.za E-Mail: trace@reidesign.co.za

Phone: +61 42 179 7153 Skype: Trace17 Twitter: TraceReid

Nationality: South African

Malossol, Cape Town **5 January 2009 – 19 January 2010** **Web Designer**

My primary duties at Malossol consisted of concept and design for websites, HTML emails, corporate identities and the front-end development for the emails and websites. I handled the planning and execution of the websites after receiving a brief: sitemaps, wireframes to determine functional and navigational requirements, design and then the front-end development of the website.

Ogilvy Interactive, Cape Town **November – December 2008** **Internship**

As a prerequisite to my degree I completed a four-week internship at Ogilvy Interactive assisting wherever I could in concept, design and front-end development.

Democratic Alliance, Durban **September 2005 – December 2006** **Fundraising Co-Ordinator**

As fundraising co-ordinator I was responsible for organising donors, event co-ordination for fundraisers such as the black tie dinner and invitation design for such events and maintaining the donor database for the KZN Provincial Office.

Skills

Applications

CS5: Photoshop, Illustrator, Dreamweaver, Flash, InDesign. Freehand MX. Final Cut Pro.

Coding

HTML, CSS, JQuery and ActionScript 2.0

Languages

English and Afrikaans

References on Request