

helen reynolds

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summary

Insightful visual designer with years of proven experience driving consumer engagement through design innovation.

Passionate about creating intentional, effective, and delightful work while collaborating cross-functionally to fulfill project goals.

Grew up in six different countries, making her adaptable and open to changing priorities.

education

Carnegie Mellon University

Graduated May 2020

Bachelor of Design,
Communication Design

skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe Premiere
Figma
Procreate
Microsoft Office

Art Direction
Wireframing
Prototyping
Storyboarding
Drawing & Sketching
Photography
Illustration

experience

Independent Visual Designer & Photographer | Freelance

2017–Present

- Collaborated with multiple small to medium businesses to help strengthen their branding, create marketing materials, and conceptualize marketing campaigns that grow customer awareness.
- Managed independent design service by balancing the creative and fiscal aspects of the business. Presented a strong value proposition to potential customers and provided exceptional results.

Key Projects:

- *Audition Technology*: Developed logos and branding to differentiate the client while relating their brand to a niche product category. Created packaging designs and redesigned the company website.
- *Pack Up + Go*: Created lifestyle and product photography to support marketing materials, campaigns, and company visuals.

Graphic Designer, Packaging | iRobot

July–October 2023

- Created new branding assets and packaging designs in ten different languages for use across the globe.
- Updated brand guidelines to refine the new branding and direct future packaging projects.

Graphic Designer | Thrasio

June 2020–July 2022

- Developed new branding assets for diverse product lines across fitness, camping, and home goods brands.
- Redesigned logos, brand books, graphic elements, and tone of voice guides to refine brands and set them apart.
- Optimized product detail pages on Amazon and storefront marketplaces/wireframes to include design listing photos and enhanced brand content.
- Increased customer conversions by updating product branding, collaborating across departments, and delivering on deadline.

Key Projects:

- *Wise Owl Outfitters*: Helped exceed forecasted sales goal by \$4M. Contributed to the creation of 400+ product detail page optimizations, leading to a spike in off-season sales.
- *Vybe*: Established consistent creative branding across marketplaces to increase brand awareness in a crowded product category. Achieved improved results during Prime Day and Deal of the Day promotions.