

Key information

Name

Chris Reeder

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Date of birth

8 June 1973

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Contact

info@chrisreeder.co.uk

07970 969231

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Portfolio

<http://chrisreeder.co.uk>

Career history

Freelance

The Partners

Musicians' Union

4B Creative etc

June 2015 to present

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Columns

London

Design Director

(started as middleweight creative)

January 2001 to June 2015

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MHG

London

Middleweight creative

September 1998 to December 2000

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Studio 6

Bristol

Middleweight creative

(started as intern)

May 1995 to September 1998

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Rocket Recordings

Bristol/London

January 1998 - Present

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Education

Brunel

Bristol

September 1990 - July 1994

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Marlwood School

Alveston, Bristol

September 1984 - July 1990

A little bit about me

I have strong branding knowledge from working with a vast range of companies from large blue chip organisations to SMEs. Through this I have gained a great experience of many diverse industry sectors, helping clients to communicate via multi-channels to B2B and B2C audiences.

I started freelancing in June 2015 working on projects direct with client and with agencies including a 9 month contract at the branding agency The Partners. Before the world of freelance I worked for over 14 years at the London based creative agency Columns.

While working at Columns, I was lucky enough to collaborate with many great creatives and work under the direction of designers like Nick Jones (who left Columns to be CD at Browns, Moving Brands and now Apple) learning many valuable insights that have helped me grow into a conscientious and inventive designer.

As Design Director at Columns, I was responsible for managing clients and projects as well as being a mentor for the junior designers within the team. I was also entrusted with the role of Creative Director on two occasions (covering maternity leave), which gained me an even greater experience of the creative and commercial responsibilities involved in the running of an agency.

When it comes to a challenge, I like to see myself as a creative thinker; it's the 'big idea' that gets me excited. Whether working individually or as part of a team, I can offer a good understanding of a clients needs, strategy and financial responsibility.

I pride myself on how to balance creativity with attention to detail and rigour in all my work. I'm very honest, hardworking and have exceptional time management.

Summary of expertise

- Branding (blue chip to SME)
- Multi-channel communications across digital and print media
- Multi-sector (B2B and B2C)
- Project and client management
- Managing and mentoring a design team and freelancers
- Photography and video art direction

Chris Reeder
