

Cheryl M Reynolds

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Art, design, and production are my passion. The thought process involved in meeting with clients, and ideation through completion. I appreciate the art of concepts, paying attention to detail, and playing well with others. My choice to obtain a MFA in Art Direction with a storyboarding niche, was a chance to show my abilities in drawing, design, and storytelling. All of these facets help me drive companies to reach their highest heights in clearly articulating design concepts and turning them into proofed, production ready files. I appreciate your time and attention. Thank you!

Professional Experience

Restoration Hardware
Sales Leader

High-end Furniture Sales. Customer facing key holder, sales, marketing, and store design.

Freelance
Ah! Art
President

Multiple disciplines of graphic design and production for clients. Most recently the Builders Industry Association of Northern Kentucky and Totes. Earlier in my career, among working with other agencies, Tavener and Chisano began a sports magazine from concept through completion.

Graphic Designer - Catalog
Cinmar/Frontgate

Collaborated between merchants, art directors and copywriters to produce high quality print catalogs, retail signage, and campaigns. I instituted organization and attention to detail in this high paced environment for a smooth transition to the printing process.

*Freelance Set, Prop,
and Tarp Design*

Conceptualized large format design with directors to achieve an artistic representation of music, marching, and choreography for a stadium in fall and a gym floor in winter with Bellbrook/Sugarcreek, Centerville, Kettering Fairmont, and Kings Schools.

Faux Artist
Chez Francoise

Worked with many Homearama builders, interior designers, and numerous clients to concept, develop, and complete faux art and mural projects to increase home values. * Faux art course with Martin Alan Hirsch

Medical Office Manager
Bellbrook Psychiatric Services

Designed office interiors, advertising, billing, accounting, patient/client relations, and IT. The small business started at one half day a week to a full time, fully staffed office; worth approx. \$500,000-\$750,000.

Production Manager
Universal Technology Corporation

Manager of a group of six designers from concept to completion of presentation slide decks for Wright-Patterson Air Force Base and various clients.

Production Manager/Designer
Hafenbrack Graphic Design

Internship to Graphic Designer to Production Manager. Managed all the agency design projects, including; POP displays, annual reports, branding, print and commercial medium, and new hires.

Areas of Expertise

- Production Management
- Graphic Design
- Branding and Identity
- Concept Design
- Visual Storytelling
- Creative Strategy
- Creative Direction
- Creative Problem Solving
- Illustration
- Client Relations
- Sales
- Billing/Accounting
- Knowledge in Figma, Sketch, and Powerpoint

Education

BFA in Graphic Design
University of Dayton

MFA in Advertising,
Art Direction. Storyboarding
Academy of Art University

Awards

Frontgate Frog Tank
Third Place
Product Design

Invention included an idea
for small space living.
A Frontgate quality
sofa console that hid
a table and four chairs.

Miami Valley Cable Council
Arnie Awards
Video creation and Video editing

A 30 minute claymation special using
stop motion with a video camera.
Edited with Miami Valley Cable Council
editing suite. The video ran on MVCC
television for many years.

Volunteer

Habitat for Humanity

Interests

Photography, Softball,
Fitness, and my Jeep

References

Morgan Decker
Morgan.elizabeth713@gmail.com
Co-worker at Frontgate I worked
closely with for 3 years.

Sheldon Apo
Shelos2@gmail.com
I have taught with him for 14 years

Allison Kinney
Ahkinney@gmail.com
Co-worker in the Merchant department
that I collaborated with on products.