



Roman Reed

Graphic | UX | UI | Designer

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Experience

Digital Product Design Associate *June 2025 - Present*

Philadelphia Eagles | Philadelphia, PA

Collaborate with cross-functional teams across marketing, partnerships, and corporate departments to design app interfaces, web landing pages, digital campaigns, event assets, and sweepstakes that enhance fan engagement and elevate the Philadelphia Eagles digital experience.

Art Director *May 2025 - August 2026*

Conshohocken Commodores | Conshohocken, PA

Redesigned brand identity and refreshing creative direction across digital graphics, social media, and public-facing content to ensure a cohesive visual presence.

Marketing & Graphic Design Internship *August 2025 - May 2026*

Thomas Jefferson University Athletics | Philadelphia, PA

Leading an athletics-focused social media campaign, producing graphics, apparel, and environmental visuals to establish a refreshed, cohesive brand identity to increase student engagement and unify school identity.

Digital Designer *December 2024 - January 2026*

KS Content | Remote

Designed websites, digital campaigns, logos, print collateral, and athletic apparel for diverse clients, translating brand identities into visual systems, including products for MLB players such as **Nick Castellanos** and collegiate programs including Michigan State University.

Design Consultant (Commissioned Project) *September 2025 - October 2025*

Adobe | Remote

Designed a sports marketing graphic using Adobe Creative Cloud and Firefly AI. Demonstrated Photoshop and Adobe Firefly workflows, teaching designers how AI can streamline and enhance the creative process.

Skills

Adobe Suite: Photoshop, Illustrator, InDesign, Firefly, Express **Web/UI/UX:** Figma, Framer, Protopie, experience in HTML, CSS **Other:** Illustration, Canva, AI integration. I can hit a baseball over 100mph and rap.

Education

Thomas Jefferson University | Philadelphia, PA

Bachelor of Science, Visual Communication Design and UX Design

Athlete | Varsity Baseball | 2022 – 2026

Awards & Achievements

Baseball Athletic Scholarship | Thomas Jefferson University | 2022 – 2026

Board Member | Professional Association for Design (AIGA) at TJU | 2025 – 2026