



**Roman Reed**  
Graphic | UX | UI | Designer

610-585-7465  
roman.reed@icloud.com

**romanreed-design.com**

## **Thomas Jefferson University | Philadelphia, PA**

Bachelor of Science, Visual Communication Design and UX Design | May 2026

Athlete | Varsity Baseball | 2022 – 2026

## **Experience**

### **Marketing & Graphic Design Internship** *August 2025 - Present*

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.

### **Art Director** *June 2025 - Present*

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.

### **Digital Designer** *December 2024 - January 2026*

KS Content | Philadelphia, PA

Designing website interfaces, digital promotions, logos and printed brochures for multiple diverse companies. Translating client's individual, unique brand identities into distinct, cohesive visual systems.

### **Graphic Designer** *January 2025 - October 2025*

Backyard Baseball | Windsor ON, Remote

Designed athletic apparel and brand identity for Backyard Baseball, including batting gloves for MLB players including Nick Castellanos and products now adopted by collegiate programs such as Michigan State University.

## **Awards & Achievements**

**Baseball Athletic Scholarship** | Thomas Jefferson University | 2022 – 2026

**CACC Academic Honor Roll** | Thomas Jefferson University | Spring 2024 & Fall 2024

**Dean's List** | Thomas Jefferson University | 2023–2025

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

**Adobe Commission Project** | Adobe Inc. | 2025

## **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.