

# Chad Reidhead

MARKETING COMMUNICATIONS • WEB DESIGN & DEVELOPMENT • BRANDING • ETHICAL AI

## SKILLS **Proficient in the following software applications, generative AI tools, and languages:**

- **Core Design** — Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Word
- **Development** — WordPress, Divi, Elementor, Figma, Joomla, Constant Contact, MailChimp, HTML 5, CSS, JavaScript, hand coding
- **Ethical AI** — Adobe Firefly, Midjourney, Stable Diffusion, ChatGPT, AutoGPT, AIPRM, and browser-level prompt templates for advanced prompting with generative assets
- **Client Management** — Extensive experience providing a unique perspective on client-side decision-making and strategies to support and leverage the inherent challenges clients face daily

## WORK HISTORY **Direct Clients, Contract and Subcontract Work**

### **2003 - Present**

Design, branding, and website development for the following clients:

<b>Chase</b>	Small Business Division, chase.com
<b>Denver Pavilions</b>	denverpavilions.com
<b>Colorado Functional Cardiology</b>	coloradofunctionalcardiology.com
<b>Highlands Overnight Adventures</b>	highlandsovernightadventures.com
<b>Women's Professional Rodeo</b>	Print collateral and website, wpra.com
<b>250 Columbine</b>	250columbine.com
<b>Northcreek Denver</b>	northcreekdenver.com
<b>Ashley Campbell Interior Design</b>	ashleycampbell.com
<b>National Western Stock Show</b>	coorswesternart.com

### **Western Union/First Data Corp.**

#### **Art Director, Interactive Division**

- Served the marketing needs of multiple in-house departments within the internal ad agency
- Designed and developed various interactive pieces, including websites and interactive CDs

### **Heinrich Marketing**

#### **Interactive Director**

- Designed the Heinrich website, winning Best Website at the International Web Awards and generating enough interest to launch the Interactive Division
  - Managed a dedicated staff of five at the time of my departure
- Clients: Macy's | Bloomingdale's | Federated Department Stores | Wells Fargo

#### **Art Director**

- Conceptualized, designed, and executed materials, particularly B-to-B print collateral
- Promoted the concept of Interactive to the Creative Director and President internally

#### **Production Artist**

- Core tasks included creating proofs, assembling mock-ups, and preparing files for print

## EDUCATION **University of Missouri — St. Louis**

- BA in English, Certificate of Writing, Minors in Anthropology and Classical Studies
- 4.0 departmental GPA, Summa Cum Laude graduate
- Ongoing skills training with Adobe and other tools such as GitHub and Stack Overflow

## VOLUNTEER WORK **2021 - Present — The Denver Hospice, Companionship Volunteer** **2009 - 2019 — The Delores Project Women's Shelter**