

# DONALD REESE

## SENIOR BRAND & CREATIVE LEADER

Decatur, IL | 708.203.2856

donaldreese.net | [don\\_reese@comcast.net](mailto:don_reese@comcast.net)

## OBJECTIVE

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Driving enterprise brand strategy, governance, and visual storytelling that aligns stakeholders, strengthens engagement, and advances organizational goals.

Strategic brand and creative leader with 25+ years of experience guiding brand transformation, enterprise communications, and multidisciplinary creative teams across financial services, technology, professional services, and consumer industries. Proven success developing brand governance frameworks, visual identity systems, and integrated communications that translate complex business objectives into compelling, accessible experiences.

Experienced partnering with executive leadership, communications teams, product organizations, and external vendors to deliver consistent brand expression across digital, print, video, photography, presentations, and web platforms. Recognized for building scalable creative operations, mentoring teams, and driving measurable business impact through strategic storytelling and brand leadership.

## CORE COMPETENCIES

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Brand Strategy & Governance • Enterprise Brand Management • Visual Identity Systems  
Brand Standards & Guidelines • Creative Direction • Executive Communications  
Cross-Functional Leadership • Team Development & Mentorship • Communications Strategy  
Visual Storytelling • Financial Services Communications • Digital Brand Experience  
Video & Photography Production • Asset Libraries & Governance Tools  
Project & Workflow Management • Vendor & Agency Management  
ADA/WCAG-Aware Design Principles • UX/UI Strategy • Website Strategy & Launches  
Adobe Creative Suite • Figma • Salesforce • HubSpot • Microsoft 365

## EXPERIENCE

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### Freelance Designer

**Various Clients** | United States

March 2026 – Present

- Lead designer for a national energy company's tradeshow presence. Increased brand awareness through tradeshow booth design and event signage.
- Led design and production of videos for presentation to prospective clientele, boosting brand presence and generating lead capture for marketing and sales.
- Designed presentations for marketing and sales presentations.

### Director of Creative Services

**Lessen** | Chicago, IL

August 2021 – March 2026

- Led enterprise brand integration following a major merger, establishing brand standards, governance frameworks, visual identity systems, and go-to-market assets that contributed to a 30% increase in revenue.
- Partnered with executive leadership, sales, product, and operations teams to align brand strategy with organizational priorities and ensure consistent communication across channels.
- Directed the strategy, design, photography, motion, and UX/UI execution for the launch of [lessen.com](https://lessen.com), strengthening digital brand presence and supporting retention and pipeline growth objectives.

- Served as creative lead for executive presentations, enterprise campaigns, and account-based marketing initiatives supporting multi-million-dollar opportunities.
  - Built and managed an in-house video and photography studio, improving production quality, reducing turnaround times, and expanding internal multimedia capabilities.
  - Developed creative workflows, asset management processes, and team standards that increased efficiency, consistency, and scalability across the organization.
  - Mentored and developed designers while introducing collaborative tools and best practices that increased team performance and creative output.
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### **Senior Graphic Designer**

**TransUnion** | Chicago, IL

January 2020 - August 2021

- Supported enterprise rebranding initiatives through the development of visual systems, thought leadership materials, and integrated marketing assets that strengthened brand consistency and market recognition.
  - Created digital and print communications across multiple business units, translating complex information into clear, engaging content for diverse audiences.
  - Improved campaign effectiveness through ABM web, email, and marketing assets that increased engagement and conversion performance.
  - Established asset libraries and standardized production processes that improved workflow efficiency and cross-functional collaboration.
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### **Senior Graphic Designer/Consultant**

**Invesco** | Downers Grove, IL

August 2017 - December 2019

- Developed visual communication strategies for institutional and high-net-worth investor audiences, increasing client engagement by 20% across accounts exceeding \$2B in assets under management.
  - Translated complex investment concepts into compelling presentations, educational materials, advisor communications, and thought-leadership content.
  - Built and managed an in-house video production studio supporting global educational and investor-focused communications initiatives.
  - Collaborated with financial advisors, marketing leaders, and stakeholders to strengthen brand consistency and improve client-facing communications.
  - Contributed to digital product initiatives, helping improve user experience and engagement across institutional client platforms.
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### **Art Director & Senior Graphic Designer (Contractor)**

#### **Various Clients**

(Sears Holdings, RR Donnelley/Ace Hardware, McDonald's, Argonne National Laboratory, ACCO Brands)  
2013 - 2017

- Directed brand, marketing, environmental, and digital communications projects for Fortune 500 companies, government agencies, and national brands.
  - Established and maintained design standards across multiple client engagements, ensuring consistent brand execution across print, digital, and experiential channels.
  - Partnered with executive stakeholders, creative leaders, and account teams to deliver high-impact communications supporting organizational objectives.
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### **Senior Designer**

**ENTACT** | Westmont, IL

August 2011 - April 2013

- Produced executive presentations, proposals, internal communications, and marketing materials supporting a national environmental services organization.
- Managed project workflows across multiple offices, improving collaboration, efficiency, and consistency among creative and sales teams.
- Developed file management, production, and workflow standards that improved operational efficiency and creative output.
- Led redesign efforts for the corporate website and employee intranet, enhancing usability and strengthening digital communications.

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### **Additional experience upon request**

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### **KEY CLIENTS**

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Chase Banks, PetSmart, McDonalds, Warner Bros., U.S. Department of Energy, U.S. Department of Defense, Corona and Modelo Beers, Mead Paper Products, Quartet, Ace Hardware, Reebok/ECCO Shoes, Orvis, Amazon

### **EDUCATION**

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|---------------------------------------------------------------|-------------|
| <b>Northwestern University – Kellogg School of Management</b> | <b>2025</b> |
| Marketing Leadership                                          |             |
| <b>Northern Illinois University</b>                           | <b>1994</b> |
| BFA – Visual Communication                                    |             |
| <b>Rock Valley College</b>                                    | <b>1990</b> |
| AA – Fine Art                                                 |             |

### **COMMUNITY INVOLVEMENT**

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#### **Youth Jazz Ensemble of DuPage**

Volunteer creating videos, imagery and annual album design for award winning youth jazz group.

#### **Oswego VIPs**

Volunteer group focusing on helping high school art students through fundraising for scholarships.

### **REFERENCES**

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Available upon request