

MICHAEL H. REEP

Multimedia Designer

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Core Competencies

- Graphic Design
- Brand Identity/Compliance
- Digital Marketing
- Multimedia Production
- Social Media Content
- Illustration
- Web Design and Development
- Agile Project Management
- Digital Asset Management (DAM)
- Event Campaigns
- Video Production
- Photography
- Figma/Mural

Professional Experience

Specialist, Multimedia Designer (Remote) |

Charles River Laboratories, Wilmington, MA | Jul 2022 – Jun 2026

- Designed and produced marketing graphics, illustrations, presentations, event campaigns, social media content, and brand-compliant creative assets for a global life sciences organization.
- Developed the implementation of refreshed brand standards across North American and European RMS marketing materials, ensuring visual consistency and brand alignment.
- Served on the Digital Asset Management (DAM) administration team, managing metadata standards, permissions, asset organization, archiving, and content discoverability.
- Managed creative project workflows through Adobe Workfront, including project intake, organization, proofing, collaboration, reporting, and resource planning.
- Participated in an Agile project management team, providing creative consultation, workflow recommendations, project prioritization, and status reporting.
- Utilizing AI-powered design tools in creative workflows to accelerate content production, enhance ideation, and improve project delivery efficiency.

Graphic Designer | IT Web Designer & Developer I |

Industry Expansion Solutions, NC State University | May 1993 – Apr 2022

- Designed and developed digital content across multiple external and internal websites using WordPress CMS, custom templates, plugins, forms, and analytics-driven improvements.
- Directed the creation and maintenance of organizational brand identity systems, ensuring alignment with NC State University standards and strategic marketing objectives.

- Produced and edited multimedia content, including videos, podcasts, photography, motion graphics, and customer success stories for marketing and event promotion.
- Designed integrated digital and print marketing materials, including brochures, catalogs, flyers, trade show graphics, logos, social media campaigns, and promotional assets.
- Developed brand guidelines and visual communication standards to ensure consistency across web, print, social media, and event communications.
- Collaborated with cross-functional teams to support manufacturing outreach, economic development initiatives, and workforce engagement programs throughout North Carolina.

Senior Micrographics Specialist |

Computer Sciences Corporation, Research Triangle Park, NC | Jul 1991 – Apr 1993

- Designed and produced annual reports, newsletters, software documentation, logos, illustrations, presentation graphics, exhibits, and publication materials for corporate communications.
- Provided graphic visual communication support for internal and government contract clients.

Artist-Illustrator II | NC Department of Agriculture, Raleigh, NC | Jun 1986 – Jul 1991

- Designed brochures, newsletters, packaging, logos, signage, annual reports, exhibits, and promotional materials supporting statewide agricultural programs.
- Managed print production processes and photography services for marketing and public information initiatives.
- Created large-scale exhibit graphics and visual displays for the North Carolina State Fair and other public events.

Education

Bachelor of Science (B.S.), Commercial Design & Painting

Atlantic Christian College, Wilson, NC | 1986

Associate of Applied Science (A.A.S.), Graphic Design

Johnston Technical College, Smithfield, NC | 1984

References and portfolio available upon request.