

DIGITAL LEADER

Hello, I'm Reid.

A strategist and producer with 20 years of experience, I am skilled at leading complex digital projects and teams. If you need to add clarity and calmness to your projects, I just might be your guy.

EXPERIENCE

Ampers, Best Buy, Coldspring, Enclos, Mayo Clinic, NEP, Phillips Medisize, Piper Sandler, Prime Therapeutics, SageGlass, Smucker's, U.S. Bank

Cofounder & Head of UX

7 YEARS (2015 - PRESENT)

At Calhoun Design I help our clients with their digital strategy and execution. We have worked on everything from HTML emails to enterprise level WordPress installs with multiple languages and CRM integration.



Vice President - Digital

1 YEAR (2014 - 2015)

Director of Development & Producer

5 YEARS (2009 - 2014)

Developer

9 YEARS (2000 - 2009)

I lead the strategy and technical execution of projects at Larsen. I also managed our team of producers/PMs, and developers. At the same time I was an active team member where I filled producer and developer roles.



EDUCATION

BA CIS - College of St. Scholastica, Duluth

4 YEARS (1996 - 2000)

Honor student, benedictine scholar, and circle award recipient

CONTACT

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(952) 232-7993
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SKILLS

UX & IA
competitive analysis, personas,
wireframes, prototypes, sitemaps

PRODUCER
agile, waterfall, design &
development team leadership

DEVELOPMENT
HTML, CSS, JS, WordPress

HOBBIES

acrylic painting, exercise,
spending time with my family

REFERENCES

Available on request.