

*Reagan McGregor Hicks*    sup@heyreag.com | 915-487-7206 | heyreag.com

## **Experience**

### **The Texas Tribune Designer**

September 2021 — Present

Collaborate with the Design Director and other stakeholders to establish and execute a cohesive branding strategy across various channels. Conceptualize and execute creative projects, managing relationships with freelance designers and print vendors to ensure successful project delivery. Provide strategic insight and design expertise for multiple departments within the organization. Present design work to senior leadership defending design decisions and rationale of creative work.

### **Tilted Chair Creative Jr. Art Director**

May 2018 — August 2021

Partnered with copywriters and senior art directors to conceptualize and execute multi-channel campaigns, overseeing projects from inception to completion while efficiently managing multiple deadlines for multiple clients. Provided constructive feedback and facilitated idea generation during team reviews. Art directed photoshoots, including planning, shooting, styling and editing. Demonstrated a high level of urgency, professionalism, and creativity in all projects.

### **Bumble + Chappy Freelance Designer**

October 2019 — February 2020

As a freelance designer, collaborated with the marketing team for Bumble's gay dating app, Chappy, and Bumble's field marketing team to conceptualize and produce a range of marketing assets. Contributed to the creative direction of Bumble and Chappy by offering design expertise informed from an LGBTQIA+ perspective.

### **Texas State University Campus Recreation Graphic Designer**

August 2015 — May 2018

Developed marketing content and campaigns for nine departments within Campus Recreation to increase student participation, awareness, and utilization of recreational facilities and resources.

### **Kendra Scott Graphic Design + Photography Intern**

May 2017 — Aug 2017

Collaborated with a team in the development and presentation of a proposal of a Kendra Scott App to senior leadership. Provided support to the photography team by art directing and producing photo shoots for back-to-school ad campaign and other marketing needs. Assisted the Retail Visuals department in creating seasonal storefront designs.

## **Education + Accolades**

BFA Communication Design | Texas State University

BFA Photography | Texas State University

Judge's Choice Portfolio Award: Texas State Com Des Exit Review