

# REVA GRAVES



I design. I illustrate. I create. I take strategies and transform them into compelling works of art on page and on screen across different media. I am especially skilled in illustration and typography, and over the years have curated my own design brand to showcase my talents. I have been creating and designing since 2006. As a designer, I wear many hats, and I'm involved in numerous roles such as: managing multiple projects, brand consultation, marketing and idea creation. I am a creative problem solver, carefully combining design and marketing ideas, resulting in well formulated design solutions.

## TECH SKILLS

Adobe Illustrator	████████████████████
Adobe InDesign	████████████████████
Adobe Photoshop	████████████████████
Adobe Bridge	██████████████████
Adobe XD	██████████████████
CMS	██████████████████
HTML	██████████████████
Ceros	██████████████████

## EDUCATION

### Associate of Applied Science, Graphic Communications

*Southeast Technical Institute*  
Sioux Falls, SD | 2009

### Bachelor of Arts, Graphic Design

*Bellevue University*  
Bellevue, NE | 2018

## WORK EXPERIENCE

### GRAPHIC DESIGNER

*Epicosity | March 2015-present*

Collaborate with creative directors to create original, award-worthy designs that are on-par with client needs. Design layouts in a variety of different mediums. Work closely with creative director, art director and the production manager to adhere to project deadlines. Maintain brand consistency throughout all client projects. Ensure work is completed on time and within budgets while managing multiple projects. Oversee projects from concept through launch across all medias. Provide direction and communication to other team members and vendors to provide a smooth transition of projects and to maintain brand consistency.

### COMMUNICATIONS DIRECTOR

*Falls Area Singletrack | April 2017-present*

Collaborate with the FAST board to plan, develop and maintain trail in the Sioux Falls area. Conceive original designs and marketing concepts used in brochures, signage, logos, displays, presentations and websites. Create and execute member-facing publicity, communications, events and direct weekly trail maintenance sessions. Meet, communicate and discuss with city officials on trail statuses, future development and advocate for the Sioux Falls mountain biking community.

### BUSINESS OWNER/FREELANCE DESIGNER

*Reva Graves Creative | May 2006-present*

Develop original solutions with high visual impact for clients. Manage and coordinate graphic design and illustration projects from concept through completion. Collaborate with clients to create vision, conceive designs and consistently meet deadlines and requirements. Manage and complete multiple projects simultaneously. Create proposals, contracts and invoices for projects. Responsible for acquiring new business, networking, seeking projects, discussing requirements, developing new ideas and presenting solutions to clients. Searching for the most reasonable quotations and billing from outside vendors. Served as primary point of contact between clients and different representatives of the media. Developed and maintained traffic logistics by coordinating media, print jobs and directing the delivery and distribution of completed projects.

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## WORK EXPERIENCE (CONTINUED)

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### LEAD DESIGNER/DIGITAL MEDIA SPECIALIST

*Social Bug | June 2013-March 2015*

Interact with clients to successfully create visual solutions, create and promote identity and effectively brand organizations. Consistently meet deadlines, communicate regularly the status and direction of works in progress, schedule projects, give direction to other team members, coordinate printing, digital media and delivery of finished works.

### FREELANCE GRAPHIC DESIGNER

*Avera | Jan. 2011-June 2013*

Interpreted complex health-related information, translating it into accessible design and content. Emphasized brand continuity across various media such as graphics, displays, informational literature, web content and other non-traditional mediums. Contributed to creation of engaging educational materials for internal team members and patients. Presented creative design and strategy to various medical professional groups and practices.

### LEAD DESIGNER/PRODUCTION MANAGER

*Jungle Print & Graphics | Sept. 2008-Sept. 2012*

Supervised all production from concept design through completion to meet strict deadlines. Created branding, marketing and print materials for clients. Responsible for acquiring quotes and billing from outside vendors. Served as primary point of contact between the company and different representatives of the media. Developed and maintained traffic logistics by coordinating print jobs and directing the delivery and distribution of completed projects. Planned and directed the scheduling, processing and traffic of projects in-line with client specifications, budget and established deadlines. Proofed print materials; requested and documented supplier bids and issued estimates for approval by clients. Managed project specifications, billing and estimates with suppliers, clients, and team. Managed all aspects of print production and bindery schedules. Accountable for the overall quality of finished products. Created print and digital media, including preflight of all final files before being sent to production, to ensure technical accuracy and print-efficiency of materials. Maintained and organized large data and art file system. Coordinated direct mail pieces with national government distribution entities.

## REFERENCES

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*Available upon request.*

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