

## CD Peacock 2023 – PRESENT

### ■ SENIOR GRAPHIC DESIGNER

Wide variety of graphic design duties for jewelry company, the oldest registered business in Illinois. Print materials, email campaigns, graphics for social channels, reworking legacy documents with new branding, photo retouching, and more.

## Haven Watch Co 2018 – PRESENT

### ■ PRODUCT & GRAPHIC DESIGNER

Dial design, brand identity, graphic design for vintage-inspired watch brand. Repeat accolades from industry publications like *Hodinkee*; watches have also appeared in major films.

## Music And Strategy 2021 – 2022

### ■ MUSIC EDITOR & COMPOSER

Worked with MAS on Live Arts Global's *JOURNEY*, a rock-dance performance created by Joanna DeFelice and Melanie Hamrick. Remixed and edited many iterations of music from a wide cross section of artists; created original composition alongside.

## Netflix 2019 – 2022

### ■ MUSIC COMPOSER

Composer for adult cartoon series *Inside Job*. Worked with co-composer Ryan Elder to create original music spanning wide variety of styles and genres; prepared compositions for delivery. Produced remote vocal sessions with voice cast members.

## Portal A 2015 – 2018

### ■ MUSIC EDITOR & COMPOSER

Worked with award-winning digital content agency on *YouTube Rewind* annual video spotlighting YouTube creators, viral videos, events and trends. Remixed and edited each year's biggest musical hits; created additional composition to score the video.

## The Hood Internet 2007 – PRESENT

### ■ ART DIRECTOR & MUSIC PRODUCER

Co-founded duo known for remixing songs, collaging images, and editing audio/video for widely viewed supercuts. Managed campaigns promoting live DJ sets and music fests worldwide. Collaborated with wide range of musical and visual artists. Maintained social media accounts over multiple channels, generating consistent follower and subscriber growth.

## Metro 2005 – 2010

### ■ ART DIRECTOR

Responsible for all graphic output promoting concerts and events at legendary Chicago music venue Metro and sister club Smartbar. Designed limited-run screenprints and commissioned designs from the world's screenprint community. Redesigned websites for both venues. Produced video content for venue's in-house displays. Created/curated merchandise designs and package design for venue-associated music releases.

## Integrated Merchandising Solutions 2004

## Extra & Citylink Newspapers 2002 – 2004

### ■ GRAPHIC DESIGNER

# Steve Reidell

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📷 [stevereidell](https://www.instagram.com/stevereidell)

🌐 [stevereidell.com](http://stevereidell.com)

📺 [hoodinternet](https://www.youtube.com/channel/UC...)

📞 773 425 7548

📺 [thehoodinternet](https://www.youtube.com/channel/UC...)

## ■ Education

### University of Wisconsin–Madison 2001

B.A. – Communication Arts,  
Radio/Television/Film

## ■ Skills

### Adobe Creative Suite

Photoshop	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Illustrator	<div style="width: 100%;"><div style="width: 100%;"></div></div>
InDesign	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Acrobat	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Premiere Pro	<div style="width: 100%;"><div style="width: 90%;"></div></div>
After Effects	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Dreamweaver	<div style="width: 100%;"><div style="width: 50%;"></div></div>

### Additional Design

Figma	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Canva	<div style="width: 100%;"><div style="width: 95%;"></div></div>
Procreate	<div style="width: 100%;"><div style="width: 70%;"></div></div>

### Select Audio & Video

Ableton Live	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Pro Tools	<div style="width: 100%;"><div style="width: 95%;"></div></div>
DaVinci Resolve	<div style="width: 100%;"><div style="width: 85%;"></div></div>
Final Cut Pro	<div style="width: 100%;"><div style="width: 75%;"></div></div>

## ■ Interests

Graphic art and design, typography, screenprinting, installation-based arts, video production and editing, motion design, lighting design/programming

Music, all forms: recorded, performed live, composition of, sound art, new technological advancements in, etc

Travel & culture: local, regional, global