

REID GRAHAM

reidgraham.com

reidjgraham@gmail.com

EDUCATION

The University of Michigan

Bachelor of Science in Architecture - Taubman College of Architecture

Scenic Design Minor - School of Music, Theatre & Dance

- GPA: 3.9/ 4.0, Academic Scholarship & University Honors

Ann Arbor, MI

May 2025

EXPERIENCE

Experiential Designer

Creative Artists Agency (CAA)

Nov 2025 - Present

- Consult with clients on live entertainment design spanning music festivals, sporting events, brand activations, and hospitality environments—shaping spatial direction through mood boards, ground plans, and 3D renderings
- Develop comprehensive build playbooks and design-intent packages, bringing technical drawing capabilities in-house, strengthening agency-to-fabricator partnerships, and streamlining build execution nationwide

Architectural & Experiential 3D Rendering / Visualization Designer

- Translated 2D drawings, sketches, and concepts into photorealistic 3D renderings and mockups used for client presentations

Projects:

Freelance 3D Designer, High Contrast Experiential (Clients: Amazon, Mattel, Hasbro), New York City, NY July 2025 - Oct 2025

Freelance Residential Architectural Renderer, Andy Lauber Architects, Chicago, IL May 2025 - July 2025

Freelance Scenic & Production Designer

- Designed productions across stage and film, crafting experiential environments and immersive spatial storytelling
- Developed comprehensive design packages including construction/fabrication drafting, digital and physical models, while integrating technologies such as projection mapping and virtual production into the creative process
- Served as the primary on-site liaison for the design team, coordinating with the production managers and technical staff during fabrication leading up to scenic load-in

Selected Works:

Scenic Designer, *Madylon*, New York Theater Festival, New York City, NY Oct 2025 - Jan 2026

Associate Scenic + Properties Designer, Sibiu International Theatre Festival, Romania May 2025 - July 2025
International premiere of *My Onliness*, produced by Soho Think Tank, One-Eight Theater, and IRT Theater

Associate Scenic Designer, National Black Theatre, New York City, NY Jan 2025 - June 2025
World Premiere Off-Broadway Creative team member of *Chiaroscuro*, co-produced by The Flea Theater

Properties Designer, *Grand Horizons*, Tipping Point Theatre Company, Detroit, MI July 2024 - Oct 2024

Creative Director

Ann Arbor, MI

TAB (Taubman Architecture Ball)

July 2024 - April 2025

- Oversaw artistic direction and event design for annual Beaux-Arts Ball, a 500+ person immersive experiential event
- Led creative marketing team, developing branding, social media outreach, promotional graphics, and pop-up installations

Architectural Design Intern

Chicago, IL

Variant Collaborative Studio

Summer 2023 & Summer 2024

- Produced drawings and 3D visualizations for client presentations on commercial/hospitality interior architecture projects, including an immersive farm-to-table restaurant and apartment lobby renovation
- Organized and maintained online database of over 500 vendors, streamlining budgetary and procurement processes
- Conducted site analysis and design conceptualization for development of a prospective high-rise student housing project

Illustrator

Ann Arbor, MI

Michigan Daily Newspaper

Sept 2021 - Dec 2023

- Created illustrations and graphic designs as part of design team for print and digital publishing, collaborating with columnists and editors to develop and revise visual content

SKILLS

Rhino 3D, AutoCAD, Revit, Vectorworks, SketchUp, Construction/Fabrication Drafting, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, Substance 3D), Microsoft 365, Cinema 4D (C4D), Rendering (Twinmotion, Enscape, V-Ray, Blender), Procreate, 3D Printing, Laser Cutting, Model Making, Drawing, Painting, Projection Mapping (MadMapper), Virtual Production (Unreal Engine)