

Ellen Reede SDSA, ATAS, IATSE Local 44 Set Decorator

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www.ellenreede.com

EXPERIENCE

Film Industry

2009-Present

Los Angeles, CA

Awards

EMMY Nominee, Art Directors Guild Award Nominee, SDSA Television Awards Winner "Hacks" HBO Max

Publications Featured In

Architectural Digest, The Wall Street Journal, Variety, Condé Nast Traveler, Aspire Design + Home, Aspire Flower Power Daily, DIRT, Awards Daily, Awards Radar, ADG Perspective

Television/Film/Music Videos

- Set Decorator, "Unstoppable" Feature, Artists Equity, Production Designer Jon Carlos, 2023
- Set Decorator, "Palm Royale" Apple TV, Production Designer Jon Carlos, 2022
- Set Decorator, "Predator 5, Prey" Feature, Addl Photography, Production Designer Amelia Brooke, 2022
- Set Decorator, "Hacks" HBO Max, Production Designer Jon Carlos 2021
- Assistant Set Decorator, "Westworld, Season 4" HBO, Set Decorator Jules Ochipinti, 2021
- Assistant Set Decorator, "Westworld, Season 3" HBO, Set Decorator Jules Ochipinti, 2019
- Set Decoration Buyer, "Torrance" Feature, Warner Bros., Set Decorator Doug Mowat, 2018
- Set Decoration Buyer, "Lucy In The Sky" Feature, Fox, Set Decorator Jon Bush, 2018
- Set Decoration Buyer, "Lovecraft Country" HBO, Set Decorator Jules Ochipinti, 2018
- Set Decoration Buyer, "The Fix" TV Movie, ABC, Set Decorator Laura Evans, 2018
- Set Decoration Buyer, "Escape The Night" Youtube Red, Set Decorator Ayse Arf, 2018
- Assistant Set Decorator, "Westworld, Season 2" HBO, Set Decorator Jules Ochipinti, 2017
- Set Decoration Buyer, "Dude" Feature, Set Decorator Laura Evans, 2017
- Set Decoration Buyer, "For The People" ABC, Shondaland, Set Decorator Laura Evans, 2017
- Set Decoration Buyer, Food Stylist, Assistant Props, "J Soul Brothers" Music Video, Set Decorator Laura Evans, Prop Master Charles Nance, 2017
- Set Decoration Buyer, "The Catch, Season 2" ABC, Shondaland, Set Decorator Laura Evans, 2016-2017
- Set Decoration Buyer, "This Is Us, Ep 116" NBC, Set Decorator Beth Wooke, 2017
- Art Swing, "Lemon" Feature, Burn Later Productions & Killer Films, Director Janicza Bravo, 2016
- Production Designer, "One Halloween" Hero Media Group, Director Rebecca Murga, 2016
- Set Decorator PA, "Criminal Minds: Beyond Borders, Season 2 Eps 201, 202, 203, 204" ABC, Set Decorator Sandy Struth, 2016
- Set Decoration Buyer, "Drunk History, Marilyn & Ella Ep" Comedy Central, Set Decorator Rae Deslich, 2016
- Set Decoration Buyer, "Pitch" Pilot, Fox, Set Decorator Laura Evans, 2016
- Production Designer, "Hidden Chronicles" Pilot, Vendetta Entertainment, 2016
- Set Dresser, "LA Times The Envelope, Directors" Contend LLC, 2015

- Set Decorator, "El Madrigal" Juan Sarcos Music Video, Vendetta Entertainment, Director Carlos Quintero, 2015
- Set Decorator PA, "Criminal Minds: Beyond Borders, Season 1 Eps 7 & 10" ABC, Set Decorator Sandy Struth, 2016
- Production Designer, "Loyalty Scenes" Vendetta Entertainment, Director Jake Bann, 2015
- Production Designer, "American Girl" Short, Hero Media Group, Director Rebecca Murga, 2015
- Production Designer, "Assistant Living Show" TV Movie, Assistant Living Productions, Director Scott Rickels, 2015
- Set Decorator, "Stepping High" Feature, Harmony Gold, Director Henri Charr, 2013
- Set Decorator, "Contracted" Feature, BoulderLight Pictures, Director Eric England, 2013
- Production Designer, "Symphoria" Feature, Symphoria Films LLC, Director Catherine Dao, 2012
- Production Designer, "Midnight Violin" Short, Bravo TV Canada & Echo North Productions, Director Heather Schmidt, 2011
- Production Designer, "Snow" Short, Alfred P. Sloan Foundation, Director Isaac Ergas, 2010
- Production Designer, "No Mr. Charmer" Carie Vejvoda Music Video, Director Joshua Martinez, 2010
- Production Designer, "Hott Damed" Short, Ryan Isreal Productions, Sun-Spot Productions, Director Ryan Isreal, 2010
- Production Designer, "CHANGE" Short, Provocative Film, Directors Jeff McCutcheon, Melissa Leigh Osborne, 2010
- Production Designer, "Assistant Living Show" Web Series, Assistant Living Productions, Director Scott Rickels, 2010
- Production Designer, "Dance High" Feature, Benedict Gelera Production, Director Charles Clemmons, 2010
- Set Decorator, "Beyond The Mat" Feature, Catch 22 Entertainment, Director Van M. Pham, 2010
- Set Decorator, "Naught For Hire" Web Series, RDRR Productions, Director Jonathon Kesselman, Cast Ben Browder, 2010
- Set Decorator, "The Mischievous Case of Cordelia Bodkin" Short, Minx Pictures, Director Cat Youell, 2010
- Assistant Set Dresser, "Beautiful Boy" Feature, First Point Entertainment, Director Shawn Ku, Cast Maria Bello, Michael Sheen, Meatloaf, et al, 2010
- Set Dresser, "How To Eat Bacon" USC Thesis Film, Director Lea Dizon, 2009
- Set Dresser, "Motel Red" AFI, Director Roxine Helberg, 2010
- Set Dresser, "Jazz" AFI, Director Hernan Cezares, 2009

Commercials

- Set Decorator, "Jack in the Box, Feeding Time" Commercial and 7-minute horror short, Production Designer Michael Barton, 2023
- Set Decorator, "MIISHA" Commercials and Still Shoot, Opus Movie LLC, Production Designer Jon Carlos, 2023
- Leadman, "Amazon, NBA March Madness spots" Commercial, Sedna Films, Art Director Charles Nance, 2017
- Art Director, "Kwikset Premis & Convert Locks" Commercial, Nurture Digital, Director Liam White, 2016
- Art Director, "National Hardware" Commercial, Nurture Digital, Director Liam White, 2016

- Art Director, "Cougar Life" Spec Commercial, Vendetta Entertainment, Director Jake Bahn, 2016
- Art Director, "Kwikset Kevo Lock" Commercial, Nurture Digital, Director Nate Smith, 2015
- Art Director, "Bag Hero" Telebrands commercial, Classitech, Director Jovis, 2015
- Art Director, "Juiceman" Black+Decker Commercial, Nurture Digital, Director Liam White, 2015
- Art Director, "Gym Rats" Wealthfront Commercials, Nurture Digital, Director Liam White, 2015
- Art Director, "Chloe & Cole" Wealthfront Commercials, Nurture Digital, Director Ben Morrison, 2015
- Art Director, "New Game" Game Stop Net 10 Commercial, Classitech, Director Joseph Russo, 2013
- Art Director, "This or That" Straight Talk Commercial, Classitech, Director Anibal Suarez, 2013
- Art Director, "New Kid" Net 10 Commercial, Classitech, Director Jovis, 2013
- Art Director, "Busy Mom" Net 10 Commercial, Classitech, Director Jovis, 2013
- Art Director, "Holiday Tips" Tracfone Commercial, Classitech, Director Jovis, 2012
- Art Director, "Holiday Switch" Straight Talk Commercial, Classitech, Director Jovis, 2012
- Art Director, "Kids" Net 10 Commercials, Classitech, Director Jovis, 2012
- Art Director, "Poise Fab 5 Walmart" Commercial, Lunchbox LP, Director Kate Hackett, 2012
- Art Director, "Kristi Yamaguchi Fitness Video" Acacia & Hu-Man Element Productions, Director Rick Ojeda, 2010
- Art Director, "Nokia" Net 10 Tracfone Commercial, Classitech, Director Kip Hewitt, 2010
- Art Director, "Genie" Net 10 Commercial, Classitech, Director Kip Hewitt, 2010
- Art Director, "Delivery Room" Net 10 Commercial, Classitech, Director Kip Hewitt, 2010
- Art Director, "Nursery" Net 10 Commercial, Classitech, Director Kip Hewitt, 2010
- Art Director, "Interrogation", "Airport Security Guards", "Airport Dork", "Santa Claus", "Baby Parking Lot", "Baby Stroller" Doritos/Pepsi Max Crash the Superbowl Commercial Spots, Director Gershom Hyldreth, 2010

Reede Interiors

2005-Present

New York, NY & Los Angeles, CA

Interior Designer, Founder

- Successfully designed, developed, and supervised all aspects of design, including kitchen design, of a contemporary, upscale, multi-state restaurant/bakery chain
- Designed and oversaw the renovation of world recognized East Hampton spa, retail space and its accompanying offices within a limited budget
- Created and implemented the design of numerous traditional style, luxury condominium lobbies and common spaces in New York City
- Successfully designed and managed the complete renovation of multi-million dollar contemporary residence in East Hampton, New York
- Pitch, develop, specify, and manage all aspects of interior design, layout, construction, and renovation for commercial design projects, including hospitality, restaurant, commercial building projects, and luxury residential design projects

Tangram Studio 2010-2011 Santa Fe Springs, CA
 Design Consultant

- Increased awareness of Tangram Studio's brand and industrial design capabilities within the Los Angeles architecture and design community; created marketing campaigns and promotional events; designed custom furniture, layouts and finish selections for corporate clients.

AFD Contract Furniture 1994-2005 New York, NY
 Vice President; Senior Project Manager

- Successfully managed, specified and supervised the rollout of more than \$20 million in furniture for a company whose annual sales averaged \$220 million
- Profitably created and developed AFD's healthcare, including hospital, nursing home and assisted living facility division and educational division resulting in an increase of \$5 million in sales in under 4 years
- Successfully pitched and delivered \$10 million in new furniture sales in 5 years
- Profitably ran and oversaw all aspects of client accounts including P&L, account reconciliation, furniture specification and layout, contract and discount structure negotiation, ordering, in-house and on-site project management, personnel management and supervision
- Effectively advised on the development of new furniture lines for Steelcase and Brayton
- Designed layouts and specified furniture, flooring, wallpaper, paint & lighting for multiple residential condominium buildings owned by a large real estate management company
- Successfully managed multi-million dollar nationwide projects for international corporations such as Deloitte & Touche and First Data Corporation
- Effectively restacked a 12 story building for AT&T, incorporating new and existing furniture

Interactive Enterprises Inc 1992-1994 Old Westbury, NY
 Interactive Advertising, Founder

- Successfully developed new business for the dissemination of visitor, travel, dining, and shopping information through an innovative interactive advertising kiosk
- Sold, created and directed the production of live commercials and streaming and static advertisements for clients including Long Island Railroad/MTA, and the Nassau Coliseum

Vistana Resort 1989-1991 Garden City, NY
 Director of Promotions; Promotions Supervisor

- Creatively designed, pitched and produced promotional events for local festivals and tournaments, including the hiring and management of promotions field staff for a Florida Resort

EDUCATION

MPS, Masters of Design Management, minor in Industrial Design	Pratt Institute	1996
BBA, Marketing	Hofstra University	1992

VOLUNTEER

SDSA Awards Event Co-Chair	2023
SDSA Board of Directors, Secretary	2020-2022
SDSA Board of Directors	2017-2018
SDSA Community Outreach Member	2016-2018
The Peoples Concern/Daybreak Shelter/OPCC Life Skills Class Co-Chair	2016-2017
SDSA Leslie Frankenheimer Scholarship Jury Participant; Art Auction Volunteer	2016-2018
SDSA WestEdge Design Show	2015
Design Meets LA Event Co-Chair, American Institute of Architects Los Angeles	2011
In September, the AIA Interior Architecture Committee hosted their annual Design Meets LA with a Cuban chic theme, A Night in Havana, at the Annenberg Beach House in Santa Monica, California. It was an evening filled with fabulous Cuban food, drinks, music and a performance by the Aqualillies! Hundreds of members of the Los Angeles design community attended. Part of the gala consisted of a silent auction with top designers donating art pieces.	
Parents Assistance League Co-Chair, Early Childhood Learning Center	2014-2015
Youth Education and Schools Committee, Early Childhood Learning Center	2014-2016

Member ATAS Academy of Television Arts & Sciences, EMMY Nominee

Member Set Decorators Society of America SDSA, Set Decorator Member

IATSE Local 44, Set Decorator

Portfolio can be seen at www.ellenreede.com