



# Leslie Lee

CREATIVE DESIGNER / DEVELOPER

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## ABOUT ME

Art and Design have always been a part of my life and led me to my career as a designer. While my background is heavy in print design, I'm learning more about digital design and front-end web development. I'm enjoying using these tools and hope to expand my skill set and career.

## EXPERIENCE

### SGS & CO

DESIGN ADAPTATION SPECIALIST | 2020 - Present

- Responsible for the accuracy and quality of art files being prepared for print. Including: content, images, color, specs, and edits

### MARITZ GLOBAL EVENTS

GRAPHIC & DIGITAL DESIGNER | 2016 - 2020

- Art Director role - design original graphics, for print and digital media, along with custom packaging for client's corporate and incentive events
- Agency environment, complete with familiarity of using corporate branding for many Fortune 500 companies
- Work closely with multiple internal and external teams: web, marketing, proposal development, and print vendors
- Create quality work in a fast-paced, collaborative environment
- Managed deadlines for 20+ projects per month
- Lead designer on 3 different year-long campaigns each year
- Types of projects: logos, pre-trip packaging, custom luggage tags, program of event guides, typeset layouts, teaser mailers, on-site signs, and provide graphics for mobile, web and email

### PRAIRIE FARMS DAIRY

LEAD GRAPHIC / DIGITAL DESIGNER | 2015 - 2016

- Create new and redesigned print packaging and supporting materials
- Digital marketing, social media campaigns, and large format prints
- Other responsibilities include: design monthly newsletter, manage customer service email, and product photography

### SAVE A LOT

PACKAGE DESIGNER | 2012 - 2015

- Refresh/redesign food packaging for private label brands,
- Product photography: editing, art direction with photographer
- Work closely with vendors and pre-press as production artist

## EDUCATION

### STLCC

Web Developer,  
*Certificate of Specialization*  
2021

### MISSOURI STATE UNIVERSITY

B.F.A. Graphic Design  
2009

## SKILLS

Programming Languages:

*Basic knowledge of  
HTML, CSS, Bootstrap  
JavaScript, Canvas, C#*

CMS: Squarespace/WordPress

Creative Cloud Suite

Microsoft Office Suite

Brand Identity

Logo Design

## AWARDS

### PLMA AWARD

Private Label

Manufacturers Association

*Cakes & Pies Category*

2014