

LESLEY SIMON

lesley-simon.com

269-271-0362

hello@lesley-simon.com

SOFTWARE & SKILLS

Proficient in Adobe Creative Suite:
InDesign, Illustrator, Photoshop
Microsoft Office Suite
Sketch
Google Drive
Layout Design
Digital, Print & Mobile Design
Art Direction
Social Media Graphics
Email Design
Logo Design
Web Ads
Wireframing
UX Design
Magazine Publishing
Team Ideation
Project Management
Branding & Style Guides
Content Management Systems:
WordPress, Shopify, Joomla
HTML & CSS
Design Heuristics and Hierarchy

EDUCATION

SPECIALIZATION USER EXPERIENCE RESEARCH AND DESIGN

University of Michigan
Expected completion 2021

BFA GRAPHIC DESIGN

Columbia College Chicago
Chicago, IL

AA GRAPHIC DESIGN

Center for New Media @ KVCC
Kalamazoo, MI

WORK EXPERIENCE

Designer with extensive experience creating engaging digital and print solutions. Concepting, collaborating, and creating innovative design products with a clear and consistent vision. Always on top of current design trends and software. Flexible, detail oriented, self starter with an upbeat attitude.

FREELANCE DESIGNER

Solano USA, a division of goody, inc. *Present*

development of campaign for brand relaunch • digital design • social media design • print design • direct mail • email design

Scentsational Pets *Present*

digital design • wireframing • web design • concepting and developing marketing campaigns • branding • social media design

Loyola University Chicago– Lakeside Management *Present*

digital design • large scale graphics • email design • newspaper advertisements • direct mail • wireframing • social media graphics

Recent Clients

My Eye Dr. • Hairlab Chicago • Marnie Slavin for Judge 2020 • Hochman Fabrication and Speed • Rick's Port Worx • Work Design Magazine • R&M Performance Auto • Redefined Residential

DREAM TOWN REALTY

Senior Graphic Designer *12/15-7/16*

digital design • wireframing • hi fidelity wireframe comps • property marketing booklets • layout design • email & emarketing design • direct mail • large scale graphics • file proofing and prep for production

MAKE IT BETTER MEDIA

Art Director *5/14-12/15*

Graphic Designer *5/13-5/14*

digital & print design • management and advisement of design & production team • print magazine production • lead team collaboration • concept, schedule, and direct photoshoots • social media graphics • establish and promote design guidelines & standards • design and support social campaigns • email design

LINGUA HEALTH

Marketing & Design Coordinator *6/12-5/13*

digital & print design • web design & updates • social media graphics

TUKAIZ

Graphic Designer *5/09-7/11*

digital & print design • wireframing • customizable menus for major league sports teams, nascar, & the grammys • menus & menu boards • banner/animated/ pop-up ads • wayfinder signage • packaging design • develop branding guidelines • large scale graphics • prep & proof die cut files