

Leslie Robertson

DESIGNER, LETTERER, ILLUSTRATOR

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EXPERIENCE

Apr 2015-Present: DOS MUNDOS CREATIVE, Austin, TX

Graphic Designer

- Rebranded Blenders & Bowls Açai Café, including new logo; Designed all printed materials from wall menus to promo mailers; Managed printing of large-format jobs, specialty printing orders, and vinyl decals
- Conceptualized and executed layout for IDEA Public Schools' 62-page I.L. Handbook for Teachers, including infographics and icon designs
- Other identity, graphics and infographics clients include: Trendkite, In Your Eyes Photography, and Krystal Transportation & Luxury Service

Sep 2011-Mar 2015: MARTHA STEWART LIVING OMNIMEDIA, New York, NY

Designer, Holiday Dept, Mar 2013-Mar 2015 (Jr Designer Sep 2011-Mar 2013)

- Executed decor, greenery, ornament and gift wrap designs
- Designed for partnerships with Home Depot, JCP and Macy's
- Produced and delivered large, highly-visual presentations of inspiration boards, seasonal color palettes, design decks, and new business concepts, both internally and to major business partners
- Managed communication with overseas vendors and travelled to Europe and Asia to develop quality, cost-engineered products
- Regularly cross-collaborated with marketing, PR and magazine staff
- Oversaw design work of associate designers and freelance artists to meet deadlines and to insure brand coherence and aesthetic viability

Jun-Sep 2011: LITTLE, BROWN BOOKS, New York, NY

Art Department Intern under Patti Ann Harris, Senior Art Director

- Executed design, artwork and copy corrections to book reprints
- Responsible for scanning and handling original art

Jan-Jun 2011: INTERNSHIP WITH JOSH COCHRAN & JENNIFER DANIEL

Illustration, Design, and Printmaking Intern, the Pencil Factory, Brooklyn, NY

- Compiled, formatted artists' files for submission to publications
- Built them a website, and formatted/styled Jennifer's blog
- Hand-lettered numerals for Josh's book design

2007-Present: FREELANCE DESIGNER & ILLUSTRATOR

Executes illustrations, logos and technical drawings. Clients include:

- Appledore Island Migration Station (Appledore, ME)
- Boston International Ballet Competition (New York, NY)
- M/A/D Pictures (Brooklyn, NY)
- Richmond Audobon Society (Richmond, VA)

PROFESSIONAL PROFILE

- Efficient and hard-working, yet friendly and easygoing designer looking for a team that shares her zeal for pixel-perfect layouts and scene-stealing graphics
- Can spot a well-employed baseline grid from 10 paces
- Creates very user-friendly files—and has the layers palettes to prove it
- Leads a zero-unread-emails lifestyle

EDUCATION

2011: PARSONS SCHOOL OF DESIGN

BFA, Illustration

2011: EUGENE LANG COLLEGE

BA, Art History

AWARDS

Alpha Sigma Lambda Honor Society
Senior Visual Arts Department Award

SKILLS

DIGITAL

- Advanced skills with Adobe Creative Suite (InDesign, Illustrator, Photoshop), Excel, PowerPoint and Keynote
- Proficient in HTML and CSS
- Familiarity with Javascript and PHP

TRADITIONAL

- Advanced skills in freehand drafting, painting, hand-lettering, and calligraphy
- Strong crafting skills of all kinds
- On-set styling experience