

LEILA@LEILASINGLETON.COM

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education

Bachelor of Fine Arts, Graphic Design

Savannah College of Art & Design (SCAD)

Summa cum laude honors + Outstanding Achievement in Graphic Design Award

Top-ten rank, American Institute of Graphic Arts (AIGA) Jacksonville Portfolio Review

up my sleeve

Expert print design with emphasis on conceptual + creative development, plus:

Copywriting + editing

Illustration — digital + traditional

Web design — HTML + basic CSS

Expert photo retouching + color correction

Deep print production knowledge

Basic film and video editing, storyboarding

Ability to interface with clients + vendors

Expert user

Adobe Illustrator, InDesign, Photoshop

Familiar with

Adobe After Effects, Director,

Dreamweaver, Fireworks, Flash;

Apple Final Cut Pro, DVD Studio Pro;

Extensis Suitcase; Linotype FontExplorerX;

Microsoft Excel, PowerPoint, Word.

nine-to-five

12 – now : Freelancer, The Whole Package

Print + digital design for clients such as Stern Grove Festival Association and Prosper.com.

10 – 12 : Manager of Design Services, San Francisco Travel Association

Established in-house design division of nonprofit promoting a top international destination. Built a logo + two fonts into full-fledged brand. Managed creative vendors. Tended to daily needs of 80+ colleagues. Recipient of two American Inhouse Design Awards. *Major projects:* Dine About Town consumer campaign; B2B “San Francisco Has Never Looked More Golden” campaign (HTML emails, invitations, booklets, client gifts, sell sheets); “SF Snapshot” brochure for conventions.

07 – 10 : Freelancer, The Whole Package

Part- ('98-'07) to full-time ('07-'10) design including print, web, logos and illustrations. Featured in *Big Book of Logos 5*, *Business Cards 1: Bright Ideas from Around the World*, *Design DNA: Logos*, and *Logos 2: Bright Ideas in Logo Design from Around the World*

06 – 07 : Art Director, MMG Worldwide

Worked in CO office of agency that markets top travel, hospitality + entertainment brands. Assisted Kansas City team with winning pitch to Colorado Tourism Office. Helmed heritage tourism efforts: proposals, research, design comps.

03 – 07 : Art Director, Kelly Rizley Advertising

Hands-on print, digital design. Projects included developing 30+ touchscreen kiosks for Wyoming Travel & Tourism — wrote winning pitch, designed interface, led web team; redesigned Visit Cheyenne's 20-page visitor's guide + designed new brochures to create family of guides; and created recruitment materials for Laramie County Community College, including statewide print campaign, interactive CD-ROM. *Other clients:* Wells Fargo, Frontier Oil (now HollyFrontier Corporation), Wyoming Department of Health, United Way of Laramie County.

six-to-ten

08 – now : Appear in a dozen books + magazines:

1000 Handmade Greetings: Creative Cards and Clever Correspondence, *Basic Logos*, *Big Book of Green Design*, *Business Cards 1: Bright Ideas from Around the World*, *Big Book of Logos 5*, *Design DNA: Logos*, *GD USA July/August 2012*, *GD USA November/December 2013*, *Green Graphics*, *Logos 2: Bright Ideas in Logo Design from Around the World*, *My Own Business Card #2*, *Really Good Logos Explained*.

13 : Winner of two Graphic Design USA magazine American Graphic Design Awards.

12 : Winner of two Graphic Design USA magazine American Inhouse Design Awards.

10, 12 : Guest alumna, San Francisco SCAD Accepted Students Reception.

09, 12 : Design articles published in Community section of AIGA San Francisco website.

09 : Exhibited in The 4th Block's VII International Triennial of Eco-Poster in Kharkov, Ukraine.

08 – 12 : Reviewed college students' work at AIGA San Francisco's Portfolio Day.

07 : Exhibited among 50 works in Graphic Responses, juried digital satellite of Colorado International Invitational Poster Exhibition.

06 : Banner design hung in Times Square, NYC, as part of AIGA's **Urban Forest Project**.

06 : Named a winner and Judge's Pick in worldwide ONE Condoms design contest. Art featured on products sold worldwide. Condoms donated to my cause of choice: International Medical Corps' sex ed program in Liberia.

05 – 07 : Invited to present, review portfolios, critique design projects at Colorado State University.