

LEILA@LEILASINGLETON.COM

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education

03 : Bachelor of Fine Arts, Graphic Design

Savannah College of Art & Design

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, plus:

Copywriting

Illustration/fine art

Basic web design — HTML, basic CSS

Digital photography, expert photo editing

Basic film and video editing

DVD and CD-ROM design, authoring

Expert user : *Adobe Illustrator, InDesign, Photoshop.*

Familiar with : *Adobe After Effects, Director, Dreamweaver, Fireworks, Flash;*

Apple Final Cut Pro, DVD Studio Pro; Extensis Suitcase; Microsoft Excel, PowerPoint, Word.

cards to flash

01 – 08 : American Institute of Graphic Arts

04 – 08 : Type Directors Club

06 – 08 : Art Directors Club

07 – 10 : Colorado Poets Association

nine-to-five

98 – 10 : Freelancer, The Whole Package

Intermittent ('98–'07) to full-time ('07–'10)

work for clients in Alaska, California, Colorado,

Texas, Wyoming. Projects have included logo, print,

web design; illustration; Photoshop instruction.

06 – 07 : Art Director, MMG Worldwide

Worked in Colorado office of agency that markets

premier travel, hospitality and entertainment

companies. Consultant, Colorado tourism main

account. Extensive work, Colorado heritage

tourism — proposals, research, logos, web graphics.

03 – 07 : Art Director, Kelly Rizley Advertising

Art director at regional agency working with

clients representing an array of industries.

Print design: *Ads, brochures, logos, stationery, mailers, large-format graphics. Color correction, preflighting, press checks.*

Writing: *Ad copy, voiceover scripts, press releases, proposals.*

Art Direction: *Thematic, aesthetic development informed by marketing goals/research. Guided photo shoots, freelancers.*

Project Management: *Created project timelines, requests for bids. Proofed, revised contracts. Research. Direct contact with clients, presentations to potential and existing clients.*

Web Design: *Simple site design. Designed, managed firm's website and HTML e-mails.*

Film, video, multimedia design: *Simple motion graphics, basic video editing, custom DVDs and CD-ROMs.*

99, 00 : Summer Design & PR Intern, City of Fort Collins Utilities

Intern for municipal government agency's in-house marketing and PR team. Designed/

illustrated large-format displays, pamphlets, newspaper ads, booklets, t-shirts and more.

Copywriting. Developed identities for outreach programs. Updated marketing logs, customer databases. Compiled reports and statistics.

six-to-ten

Design work published in the following books:

Basic Logos, Big Book of Green Design, 1000 Handmade

Greetings: Creative Cards and Clever Correspondence,

Big Book of Logos 5, and Really Good Logos Explained.

09 : **Design article published** in Community section of the AIGA San Francisco website.

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

08, 09 : **Reviewed design students' portfolios** at AIGA San Francisco's Portfolio Day.

07 : **Poster exhibited** among 50 professional works from around the world in Graphic Responses, digital satellite of the 15th Colorado International Invitational Poster Exhibition.

06 : **Created cover type treatment**, helped ink illustrations for *Dream Machine*, a children's book by Mark Hoog, illustrated by Robert J. Aukerman.

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 wrapper design contest. Illustration, tagline featured on products sold at CVS Pharmacy. Condoms donated to my cause of choice: a sex ed program in Liberia run by the International Medical Corps.

05, 06, 07 : **Invited to present**, review portfolios, critique design projects at Colorado State University.

05 : **Posters donated to The Hurricane Poster Project** (post-Katrina auction for the Red Cross).