



Leslie York

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PROFICIENCIES

HTML, CSS & Website Layout
Adobe PhotoShop
Adobe InDesign

Adobe Illustrator
Adobe DreamWeaver
Adobe Flash

Cross platform use (Mac or PC)
Microsoft Office

SKILLS

- Great communication with clients or peers
- Ability to successfully multi-task while maintaining quick turn-around deadlines
- Motivated, self-starter
- Works well in teams or independently
- Experience in web design, web coding, print design, e-blasts and strategy.

EDUCATION

The Art Institute of Phoenix
Bachelor of Arts in Graphic Design

Phoenix, Arizona

EXPERIENCE

TMBPartners Marketing & Communications
Head of Digital Media

Phoenix, AZ

October 2008 - Present

Concept, design and execution on a variety of web and print projects as well as leadership of the web and interactive media team. Interaction in a team and independently with clients.

Freelance Website Designer / Graphic Designer

Phoenix, AZ

February 1999 - Present

Working directly with clients to concept and create identity packages, websites, web forums, print collateral, web banners, e-blasts, DVD and CD packaging, and other various materials.

USM & P Marketing
Sales Representative

Tempe, AZ

August 2005 - October 2008

Approach consumers and store staff to keep them informed about the company and their product line. Resulting in 25-74 new customers per shift. Responsible for keeping track of and distributing promotional materials.

The Art Institute of Phoenix
Pro Bono Graphic Designer

Phoenix, AZ

August 2006 - March 2007

Collaborated with advertising and graphic design students to create a new campaign and collateral materials for the Free Arts of Arizona and Habitat for Humanity. Included website, direct-mailers, magazine ads, and other collateral.

GoDaddy Software Inc
Technical Support / Inside Sales

Scottsdale, AZ

May 2004 - August 2004

Took incoming calls from customers to assist in technical support and sales. Made suggestions of extra services we provided that would improve the customer's sales and communications needs, resulting in repeat customers, and higher sales per week.

Ballistic Entertainment
Web Designer / Graphic Designer / Writer / Producer

Tempe, AZ

April 2002 - August 2003

Created DVD covers, fliers, and posters. Created and maintained websites. Performed photo retouching for promotional photos. Co-wrote and co-produced movies. Organized casting calls of 150-350 people.

WeAreNow.com
Founder / Web Designer / Graphic Designer

Phoenix, AZ

February 1999 - July 2005

A website hub of official music artist websites/forums and content targeting the youth market. Created logos, CD covers, fliers, posters, web banners, and other promotional collateral. Created and maintained multiple websites and forums. Supervised forum moderators. Performed photo retouching for promotional photos.

AWARDS

- 2 American Graphic Design Awards, 2011
- 6 American Graphic Design Awards, 2010
- Academic Excellence Dean's Honor Roll, The Art Institute of Phoenix, 2004 - 2007