



Haylee Leonard

Graphic Designer, Illustrator,
Art Director, Creative

CONTACT

 www.hayleeleonard.com

 hayleeleonarddesign@gmail.com

 (336) 596 - 7949

ADOBE CC SKILLS

Illustrator	<div style="width: 100%; height: 10px; background-color: #4CAF50;"></div>
Photoshop	<div style="width: 95%; height: 10px; background-color: #4CAF50;"></div>
InDesign	<div style="width: 90%; height: 10px; background-color: #4CAF50;"></div>
Lightroom CC	<div style="width: 85%; height: 10px; background-color: #4CAF50;"></div>
Premiere Pro	<div style="width: 75%; height: 10px; background-color: #4CAF50;"></div>

EDUCATION

Lees McRae College | 2017

Banner Elk, NC

Bachelor of Science, Communication

Arts and Design. Minor in History and Business. Member of Sigma Beta Delta, Alpha Chi, Chi Alpha Sigma Honor Societies. Honors Club representative 2013, 2015. Women's Volleyball Team, Academic Athletic NCAA Volleyball Representative 2013, 2015, 2016

Ledford High School | 2013

Thomasville, NC

CAREER SUMMARY

An experienced creative with over 6 years of professional experience, Haylee Leonard brings creative solutions and attention to detail with every project she approaches. A member on an in-house marketing and agency team, with projects in the areas of art direction, illustration, print design, web design, and social media she enjoys new challenges and strives to constantly improve and expand her skill set. Proficient in Adobe Creative Cloud, Microsoft Office and G Suite.

WORK EXPERIENCE

Associate Art Director

Kreber Graphics | 2022-Current

- Art directed logo and brand creation, developed brand guidelines and design toolkits
- Developed and hand illustrated icons
- Provided on-going support for clients for digital marketplaces and website refreshes.
- Art directed photo and video shoots in studio and on location for clients primarily in the home furnishings industry
- Illustrated gifs and simple animations for social executions of client's branding
- Designed and installed company mural

Senior Graphic Designer

Kaplan Early Learning Company | 2017-2021

- Designed print and digital deliverables including: flyers, ads, postcards, pop ups, emails, social posts etc.
- Developed and Illustrated Kaplan Exclusive products
- Art directed creative product development
- Supervised design intern and junior designer
- Art directed photo and video shoots for specialty furniture lines, editorial catalogs, and featured products
- Conceptualized office environment design including, murals, wall decals, & campus signage
- Designed large scale booth graphics for individual sales representatives and company conferences
- Illustrated book covers published by Gryphon House Books

Freelance

Self Employed | 2019-2023

Services in the areas of:

- Illustration
- Logo and brand creation
- Art direction
- Mural design and installation
- Photography & editing
- Print Design
- Lightroom preset development

Certifications & Awards

- Communicator Award 2021 Award of Excellence Overall Design, Typography, Copy/Writing, and Photography for the Kaplan ELC Hybrid Learning Catalog
- Communicator Award 2019 of Excellence for Overall Design and for Specialty Printing Techniques for Kaplan ELC Sensory Catalog
- ICAgile Certified Professional - Agility in Marketing
- Center for Creative Leadership - Frontline Leader Impact

REFERENCES AVAILABLE UPON REQUEST