



# HAYLEE LEONARD

## Graphic Designer & Illustrator

### Skills

Photoshop

Illustrator

InDesign

Creative Cloud

Photography

Microsoft Suite

### About Me

Senior graphic designer with 5+ years of experience in branding, marketing, and print design. Skilled at Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as sketching and hand drawing. Offers creative solutions and a positive attitude to new challenges.

### 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.

Ledford High School | 2013

Thomasville, NC

### Contact

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### Work Experience

#### 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 exclusive products, managed creative product development
- Supervised design intern and junior designer
- Supervised and directed photo shoots for specialty furniture lines, editorial catalogs, and featured products
- Managed stock photography account
- Conceptualized office environment design including, murals, wall graphics, etc.
- Maintained brand integrity throughout creative department
- Designed large scale booth graphics for individual sales representatives and company conferences

#### Freelance Graphic Designer

Dual Moon Designs | 2019-2021

- Designed and developed logo and branding sets for businesses
- Designed brochures and other print deliverables to clients
- Illustrated promotional t-shirts
- Illustrated fine art prints
- Developed branded graphics and logo for twitch streaming channels.
- Photographed personal photo shoots, engagement and weddings, and newborns

#### Freelance Graphic Designer | Party Photographer

Reserving Royalty | 2019-2021

- Designed logo and developed visual branding set
- Designed custom invitations for private events
- Photographed private client parties and large company events
- Developed Lightroom preset for company.

#### Muralist

Reserving Royalty | 2019-2021

- Designed and painted 3 large murals with supplemental smaller pieces at Reserving Royalty's venues

#### Volunteer Design Work

Special Olympics of Davidson County

- Designed "Soup'R Bowl" T-shirts for fund raising event.

### References

#### Hannah Cutts

Director, Owner of  
Reserving Royalty  
(336) 688 - 4251  
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#### Kayla Conway

Content Marketing Manager  
(828) 461 - 2063  
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#### Charlie Nicholson

Freelance Graphic Designer,  
Fine Art Painter  
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