

# leigh DE FREECE

communication design

leigh@LDCD.com | www.LDCD.com

8672 villa la jolla drive, unit 3 | la jolla, ca | 92037

[phone] 619.602.4093 [fax] 619.615.2311

## Introduction

I am a career-focused creative professional with over nine years working as a designer, art director, and marketing associate in print/electronic design and publishing. I wish to find a position where I have an opportunity to contribute my design, marketing, and project management skills to a great team every day.

## Marketing, art direction & design leadership

In my current position in a manufacturing company's marketing department, I am responsible for designing product brochures, advertisements and other sales literature pieces. I have also been able to learn new skills producing electronic ads and e-newsletters, as well as gain an understanding of how to develop and implement industry-specific marketing programs and promotions.

As art director for a trade publication, I handled design and final production of 14+ magazine issues each year. I was responsible for all phases of print design: initial concept through final production of each issue, as well as a variety of marketing communication and promotional materials. I worked directly with the publisher and editorial staff on issue content, and sourced photography, illustration, and stock art for each project. My duties included updating the Web site's editorial, photographic and advertising content. I was also responsible for comping, designing, and producing frequent advertisements for the publications' magazine clients.

For one year I served as art director and lead designer at a new consumer wine magazine, producing all magazine and marketing materials needed for their initial company launch.

Prior to working on my own as a contractor, I was the art director for a Creative Content Management firm, where I was responsible for creative concept, production, integration, stylistic consistency and effective deadline management of projects. I have designed magazines, print advertisements, sales brochures, trade show booth materials and signage for diverse contract clients, working both in-house and independently.

I have also designed advertising and done pagination at daily and weekly newspapers, and created promotional campaigns and advertising for annual community events.

## Technical skills

I am comfortable working on company networked systems or independantly, on both Macs and PCs. I manage and maintain my own OSX Macintosh computer system and programs. I am highly skilled with QuarkXPress 6.5/7 and InDesign CS2/3. I am proficient in Photoshop, Illustrator, Acrobat, Distiller, PageMaker, Flightcheck, Portfolio, Suitcase, other font-management programs, Microsoft Windows, Word, Excel, and PowerPoint. My pre-press experience also includes file collection, proofing, pasteup, negative, plate and camera work.

## Education & merits

I graduated with a BFA in Graphic Design and minor in Merchandising from Colorado State University in December, 1998. I am an active member of the Western Publications Association, and previously a member of AIGA, Alpha Lambda Delta and Golden Key national honor societies.



## Marketing Communications

**Fluid Components**  
**Int'l LLC | May 2007 - Present**

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## Contract design

**LDCD | Oct 2001 - Present**

[client list includes]

Four Point Publishing  
Sycuan Casino  
Grapevine Industries  
MediaSource Motorsports  
Coronado Candy Co.

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## Art director

**DSCG | 2000 - 2001**

[client list includes]

Four Point Publishing  
Team Ford Racing  
MediaSource Motorsports  
Moss Motors

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## Production artist

**USA Today | 1999**

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## Designer

**Rocky Mountain**  
**Collegian | 1993-95, 1997-99**

*References and portfolio review available. Please email or call to schedule a meeting or drop-off.*