



# Jennifer de Leon

## Art Director & Senior Designer



### Personal Info

Portfolio

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### Professional Summary

I am guided by the belief that design is an essential problem-solving tool, that bridges the relationship between ideas and results. As a Seattle based Art Director/Senior Designer with 16 years of experience, I've had the pleasure of working in amazingly diverse industries along the way. Such as finance, publishing, fashion, marketing agencies and food & wine to name a few. I live and breathe visual communication. I am a highly motivated individual with the proven ability to collaborate cross-functionally and spearhead integrated marketing solutions through single or multi-brand campaigns. Ensuring that each client's visual strategy and brand identity are effectively communicated with purpose the has emotional resonance is my steadfast commitment. My inspiration as a creative lead is the challenge to find the human truth behind an idea and exploring new ways that idea can spark change.



### Work History

1/2022 – Present

#### Creative Consultant/Art Direction

Concept Entertainment Group, Scottsdale, AZ

- Reviewed the existing work, evaluated client needs, and set priorities to meet deadlines for delivery of compelling designs.
- Collaborated with the Marketing Director to provide counsel and art direction for marketing materials.
- Produced engaging design concepts and collateral for social media, website, print & digital platforms.
- Organized creative brief and design production processes to manage efficiencies and expectations.
- Contributed to campaign strategy development.
- Ensured that the clients' marketing initiatives had been conveyed and their established high standards were met within a environment of ambiguity.

08/2010 – 11/2019

#### Senior Designer & Production Manager

Restaurants Unlimited, Inc, Seattle, WA

- Art directed, conceptualized & designed all marketing collateral for 22 brands & 40+ restaurants.
- Oversaw and mentored interns, junior designers and contract graphic designers for their career development.
- Translated strategy and campaign concepts into pitch packets.
- Managed and developed all phases of design and deliverables through the campaign life-cycle.
- Worked directly with the Marketing Director and leadership team to brainstorm, strategize and mitigate potential issues.
- Worked across teams and synthesized feedback and input from marketers, copywriters, and designers.
- Blueprinted an accelerated design process that produced a 33% reduction in time spent per project.



### Skills

Art Direction

Project Management

Visual Identity

Branding

Typography

Print Design

Digital Design

Time Management

Organization

Communication

Collaboration

Critical Thinking

Solutions Oriented

Adobe Creative Suite

Production & Fulfillment

- Refined protocols and efficiencies for creative process.
- Scheduled, managed and produced creative briefs.
- Utilized branding concepts to create a visual identity for RUI.
- Coordinated with printers, vendor designers and preflight techs to arrange production & delivery of digital and printed marketing collateral.
- Sourced photographers and works directly with crew to art direct photo shoots.
- Assisted with marketing strategy and marketing initiatives to better promote restaurants to public.

2008-2010

### **Freelance Graphic Designer**

TLAMS Services, Los Angeles, CA

- Developed and implemented strategies for design materials with various clients, while ensuring culture and products were effectively communicated and marketed to the right channels, with a focus on maintaining budget limitations.
- Developed collateral, such as brochures, banners and signs.
- Met with clients to present mockups and gather information for final execution of projects.
- Contributed design ideas in early planning stages with clients and project managers.

2006-2008

### **Art Director**

Capital Network Inc., Burbank, CA

- Generated effective visual branding for our clients through strategic designs of websites, logos and promotional content.
- Created and improved the look and feel of Capital Network's 3 websites, support materials, related products and promotions.
- Applied core knowledge to effectively and promptly communicate sensitive or technical information while adhering to regulatory and corporate privacy guidelines.
- Researched industry trends and evaluated competitive products.
- Anticipated design issues and proactively developed effective solutions.
- Fostered a highly communicative and collaborative team culture.
- Collaborated with production teams on task list creation to meet overall project goals.
- Developed artistic visual products while working within defined technical constraints.
- Mentored and developed junior designers on creative processes.

2005-2006

### **Intern Graphic Designer, Freelance Graphic Designer**

Mountaineers Books, Seattle, WA

- Worked with Creative Director and Senior Designer on magazine and ad layouts.
- Met with customers to present mockups and collect information for adjustments.
- Applied knowledge of Adobe Suite to create high quality images.



## **Education**

### **Bachelor of Fine Arts: Graphic Design**

Art Institute of Seattle - Seattle, WA