



ChristiLeeson

Branding and Graphic Design Lead, Website Architecture & Website Development



View online portfolio
christileeson.com



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CAREER OBJECTIVE



To serve in a demanding and creative Branding and Graphic Design Lead role, contributing skills across print, web, and email mediums, enhancing the strategic growth of the company and their clients.



EDUCATION

BFA at RISD
PROVIDENCE, RI
Illustration Major with focus on
website design & animation

TOOLS

PRIMARY TOOLS

Photoshop, Illustrator, InDesign
Photography & Fine Arts skillset
Responsive Design & Development
HTML4 & 5, SASS, BootStrap, jQuery
WordPress, CMSMS, iMIS RiSE
SEO & Google Analytics
W3 Standards

Constant Contact & DataMail
Ability to work within and edit
PHP & MYSQL Databases

RELATED SPECIALTIES

Photo-realistic & whimsical illustration

PERSONALITY

Passion for community service
Great with a variety of personalities
Ability to find & utilize the latest
trends in print & website design
Effective written & verbal
communication skills
Strong organizational skills
Goal oriented
Ability to multitask and meet deadlines
Strong client-facing skills

PROFESSIONAL EXPERIENCE

**Web & Graphic Design
Coordinator,**
Delaware Nature Society
Hockessin, DE • 2013 – Present

BRAND DESIGN

Creation of 50th Anniversary logo and brand styleguide.
Implementation across print and web mediums.
Redesign of most standard print materials.
Reworked given content strategically to enhance and
simplify message in alignment with cutting edge
practices and strategic goals. Oversaw front-end
team to assure alignment with brand and styleguide.
Creation of photographs to fit design needs.

WEBSITE ARCHITECTURE, DESIGN, & DEVELOPMENT

Assisted full redesign of website including update of
interactive architecture, branding, graphic design,
navigation, and style guides. Worked with back-end
developer to align with architecture guidelines.
Helped assure team's careful adherence to branding
guidelines. Reworked given design and improved to
optimize site usability using CSS, HTML,
and JavaScript/jQuery within the provided iMIS
RiSE CMS framework.

CLIENTS

Major financial and
pharmaceutical institutions
Local, regional, and national institutions
Corporate and non-profit sectors

Web Design & Development,
Trellist Marketing & Technology
Wilmington, DE • 2011 – 2013

GRAPHIC DESIGN

Worked with teams to design websites and create
styleguides. Worked with clients in design creation
process. Creation of graphics for web pages, web
banners, and emails with meticulous attention to
provided branding guidelines. Creation of various
print materials. Taught face-to-face client tutorials.

WEBSITE & EMAIL DEVELOPMENT

Coded entire responsive websites and emails utilizing
HTML4/HTML5, CSS, BootStrap, and JavaScript.
Developed within a variety of popular CMS platforms
and email clients. Ensured cross-browser and
cross-device compatibility for websites and email.

**Web Design & Project
Management, Yikes, Inc.**
Philadelphia, PA • 2001 – 2011

Worked with clients to create websites, contributing
project management, brand strategy, graphic design,
architecture, development (HTML, CSS, javascript),
and logo design. Oversaw programmer implementation.
Wordpress installation, development, design, upgrades,
and trend following. Taught client tutorials. Implemented
search engine optimization, analytics setup, and SEO
training for clients.