



# CHRISTI LEESON

Graphic Design, Website Development  
& User Experience

## PERSONAL BACKGROUND

With over 20 years of experience in fast-paced visual and frontend website design, I am well-placed to fulfill client needs for beautiful, goal-driven, responsive website layouts, user interfaces, and user experiences.

## SKILLS

Interactive Architecture	Copywriting
SEO	Copyediting
User Experience	Intentional Framing
WordPress	
Responsive Design	Client-facing with a
HTML5/CSS	Variety of Organizations
Social Media	
Marketing	Non-profits
Video	Small Business
Styleguide Design	Minority-owned
Brand Redesign	Banking
Photography	Pharmaceutical
Infographics	
Adobe Suite	
High-end Event	
Materials	

## GET IN TOUCH WITH ME

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## WORK EXPERIENCE

### Website & Graphic Design Coordinator

*Delaware Nature Society | Sep 2013 - Present*

Works with team to achieve optimal branded user experience within WordPress framework and in a variety of print design materials. Creates website architecture, graphics, formatting, photography and copyediting. Tracks and reports on metrics.

### Website Design & Development

*Treillist | Apr 2011 - Sep 2013*

Created graphic and frontend design for websites assuring success across platforms and device sizes. Also graphic design for print materials, design for PowerPoint presentations, and coding for email campaigns.

### Website Design, Website Development & Project Management

*Treillist | Apr 2011 - Sep 2013*

Worked with clients directly, with the help of our programming team, to kickoff, create, and complete innovative website designs with effective user experiences. Created logos and other graphics. Worked within databases and with PHP. Helped teach website design classes for at-risk communities.

## PREVIOUS EDUCATION

### Rhode Island School of Design

*Bachelor of Arts in Illustration*

Minor in Animation  
Providence, RI