

LEILA@LEILASINGLETON.COM

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education

03 : Bachelor of Fine Arts, Graphic Design

Savannah College of Art & Design

Summa cum laude honors

Outstanding Achievement in Graphic Design Award

Top-ten rank, American Institute of Graphic Arts (AIGA) Jacksonville Portfolio Review

up my sleeve

Expert print design, plus:

Copywriting

Illustration/fine art

Web design — HTML, basic CSS

Digital photography, expert photo retouching

Basic film and video editing

Basic DVD and CD-ROM design, authoring

Expert user : *Adobe Illustrator, InDesign, Photoshop.*

Familiar with : *Adobe After Effects, Director, Dreamweaver, Fireworks, Flash; Apple Final Cut Pro, DVD Studio Pro; Extensis Suitcase; Linotype FontExplorerX; Microsoft Excel, PowerPoint, Word.*

cards to flash

01 – 08 : American Institute of Graphic Arts

04 – 08 : Type Directors Club

06 – 08 : Art Directors Club

07 – 10 : Colorado Poets Association

nine-to-five

10 – now : Manager of Design Services, San Francisco Travel Association

Building first-ever in-house design division of travel organization promoting a top international destination. Committed to brand-building and delivering ad agency-quality creative.

98 – 10 : Freelancer, The Whole Package

Intermittent ('98–'07) to full-time ('07–'10) work for clients in Alaska, California, Colorado, Missouri, Texas, Wyoming. Projects included print, web design; award-winning logos and illustration.

06 – 07 : Art Director, MMG Worldwide

Assisted in Colorado office of agency that markets top travel, hospitality and entertainment brands. Brainstormed with Kansas City team on their winning pitch to the Colorado Tourism Office. Extensive work, Colorado heritage tourism — proposal writing, research, logos, website comps.

03 – 07 : Art Director, Kelly Rizley Advertising

Art director at ad/PR agency. Served regional clients representing an array of industries.

Art direction: thematic/aesthetic development with longevity, informed by marketing goals. Guided photo shoots, freelancers.

Print & production design: designed various materials, from ads to billboards, for consistently superb press performance.

Writing: penned several winning proposals and presentations. Wrote ad copy, voiceover scripts, press releases. Proofed contracts.

Project management: coordinated projects, including a convention and visitors bureau's 20-page annual guide, and the design of 32 touch screen kiosks for Wyoming Travel & Tourism. Created timelines, requests for vendor bids. Direct contact with clients, advertisers. Presentations to potential and existing clients.

Digital design: designer, webmaster for firm's first-ever website. HTML emails. Simple motion graphics, video editing, custom DVDs and CD-ROMs.

six-to-ten

Designs published in over half a dozen books: *1000 Handmade Greetings: Creative Cards and Clever Correspondence, Basic Logos, Big Book of Green Design, Big Book of Logos 5, Design DNA: Logos, Green Graphics, My Own Business Card #2, Really Good Logos Explained.*

09 : **Design article published** in Community section of the AIGA San Francisco website.

09 : **Poster exhibited** in The 4th Block's VII International Triennial of Eco-Poster exhibition in Kharkov, Ukraine.

08, 09, 10, 11 : **Reviewed students' portfolios** at AIGA San Francisco's Portfolio Day.

07 : **Poster exhibited** among 50 professional works from around the world in Graphic Responses, digital satellite of the 15th Colorado International Invitational Poster Exhibition.

06 : **Created cover type treatment**, helped ink illustrations for *Dream Machine*, a children's book by Mark Hoog, illustrated by Robert J. Aukerman.

06 : **Banner design hung in Times Square**, NYC, as part of AIGA's **Urban Forest Project**.

06 : **Named a winner and Judge's Pick** in worldwide ONE Condoms wrapper design contest. Illustration, tagline featured on products sold at CVS Pharmacy. Condoms donated to my cause of choice: a sex ed program in Liberia run by the International Medical Corps.

05, 06, 07 : **Invited to present**, review portfolios, critique design projects at Colorado State University.

05 : **Posters donated** to The Hurricane Poster Project (post-Katrina auction for the Red Cross).