

Michelle Leshner

{Creative Direction + Brand and Marketing Communications}

CONTACT

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San Francisco, CA 

TECHNICAL SKILLS

Mac OS

Adobe Creative Suite

Acrobat

Photoshop

Illustrator

InDesign

XD

Microsoft Office Suite

Sketch

Basecamp

Slack

Jura

EDUCATION

Academy of Art College

San Francisco, California

Master of Fine Arts

in Graphic Design

Graduated With Distinction

President's Honor List

Emerson College

Boston, Massachusetts

Bachelor of Science

in Advertising

Dean's List

Lambda Pi Eta, National

Honorary Society

PROFESSIONAL PROFILE

With experience in Direct Marketing, Brand Communications, Exhibition Design, Print Advertising and Promotions in the digital and print space, my client experience is diverse; ranging from healthcare/pharmaceutical to financial services, tech sector, lifestyle, and the food and beverage industry. My strengths include concepting a project, extending it across different mediums, collaborating with a team, creating work which builds brand affinity, while being on target, on brand and on time. I have had the opportunity to work on a wide array of clients such as; PQ Bypass, BioMarin, Amgen, Blue Shield, Visa, Union Bank, Charles Schwab, BlackRock, Wells Fargo, Intuit, Symantec, Microsoft, Citrix, Corsair, Fujitsu, Procter & Gamble, AOL, SiriusXM, Nestle/Dreyer's, and many smaller, growing brands. Proven ability to design and develop marketing and collateral materials, direct marketing efforts, digital assets, build brand awareness, while also being able to launch products and services effectively.

EXPERIENCE

HAVAS

(05/21-Present | Group Art Supervisor)

- Drive the design and launch of marketing materials for a new pharmaceutical from BioMarin across multi-channel platforms
- Provide strategic leadership to support print, digital and social product marketing across patient and healthcare professional audiences
- Leading a cross-functional team of full-time and freelance art directors and copywriters
- Present work, rationale and strategy of projects to clients
- Responsible for resourcing of creative team and projects

(10/2019-01/2021 | Senior Art Director)

- Art direction, design and development of website/landing pages—including user experience promotional materials (online and offline), display ads, emails and eBooks
- Developed product artwork and marketing materials, while adhering to brand guidelines, to enhance the overall image for various clients including Enbrel, Citrix and Vorvida
- Collaborated with writers, other designers, project managers and developers

PQ BYPASS

(02/2019-05/2021 | Creative Director)

- Designed the brand vision for medical device startup in clinical trials
- Managed, concepted, art directed projects in the digital and print space while preparing for launch of device/procedure upon approval by the FDA
- Re-design of the website—including the user experience
- Developed product artwork and print marketing materials to enhance the overall product image including brand toolkit
- Built relationships with the internal team while providing guidance to junior team members

INDIAN LEAP WINERY

(09/2017-Present | Creative Director)

- Creating brand recognition through multi-channel efforts including print, packaging, social media, email campaigns, display ads, website and promotions to help build brand recognition
- Responsible for understanding and communicating the user experience in direct-to-consumer website
- Setting the overall look and feel; created brand toolkit to distribute to team members and vendors
- Developing product artwork and marketing materials to enhance the overall product image
- Help drive revenue, sourcing bottles to sourcing print, media buying and operations

OOTEM ADVERTISING

(06/2016-08/2017 | Senior Art Director)

- Managed and art directed multiple client projects across several business sectors—Entertainment, Technology and Health and Beauty
- Design and development from concept to completion of e-commerce site, collateral materials, promotional materials, print advertising, large format tradeshow graphics, display ads, packaging, social media, and strategy for skincare line
- Photo Art Direction of skincare packaging for website, print ads and display ads
- Presented work, rationale and strategy of projects to clients
- Collaborated with project teams to plan, analyze, organize and execute assigned projects

SKILLS

Concept Development
Strategic Thinking
Organization
Team Oriented
Client Facing
Manage Multiple Projects
Direct Marketing
Brand Communications
Print and Web Production
Lead Creative Talent
Project Management
Speed and Efficiency
Attention to Detail

AWARDS

The All New American Logo
Orange County Wine
Competition: Label Finalist

EXPERIENCE (CONTINUED)

SNAPPFISH (02/2014-12/2015 | ACD/Senior Art Director)

- Designed, updated and created artwork/assets, landing pages for new products/services
- Worked with social media team to develop strategies and content for multi-social platforms
- Gathered information in a cross-functional team environment to support company-wide creative objectives
- Collaborated with writers, other designers, project owners and category managers
- Provided creative leadership to junior designers

LIFT AGENCY (05/2013-12/2013 | ACD/Senior Art Director)

- Design and development of marketing and collateral materials, direct marketing efforts, digital assets for various clients including Union Bank, SiriusXM, AOL and Snapfish
- Developed direct mail and digital programs for customer retention, loyalty and lead generation
- Lead creative for several new business pitches; including winning the SiriusXM account
- Developed strong relationships with clients and vendor

BETSY DEE & CO (06/2009-07/2012 | Senior Art Director)

- Design and development of from concept to completion of collateral, print ads, email, landing pages and microsites for clients including Intuit and Google
- Worked closely with writers and project managers to create on target marketing efforts
- Electronic production management

DRIVE DESIGN (06/2006-09/2009 | Senior Art Director)

- Design and development from concept to completion of collateral materials, promotional materials, print ads, large format tradeshow graphics and online content for clients including Corsair, St. Mary's Hospital and Fujitsu
- Built relationships with clients, product managers and vendors
- Photo art direction of products
- Responsible for print production management

ARC WORLDWIDE—A PUBLICIS COMPANY (01/2004-05/2005 | Senior Art Director)

- Design and development of projects from concept to completion for Visa, Nestle, and Del Monte
- Designed B2B and B2C marketing materials including promotions, customizable direct mail packages, statement inserts, catalogs, and brochures
- Developed Partner Programs with The Olympics and Starbucks
- Directed photoshoots for Visa Small Business and Visa Dining Rewards programs

EXPERT COMMUNICATIONS (01/2001-05/2002 | Senior Art Director)

- Produced original artwork from concept, design, and layout of collateral materials and direct marketing campaigns
- Clients included Union Bank, Financial Engines and PeopleSoft
- Responsible for print and electronic production, photo art direction
- Presented work and rationale of projects to clients

FREELANCE DESIGN, CREATIVE DIRECTION AND PRODUCTION

Concepting, strategic marketing, design and production of collateral, direct marketing, branding and identity communications, email and web design, and creating content for social media for various agencies/clients including:

Agencies/Studios:

Alcone Marketing
Broom and Broom
Creatis
DDB San Francisco
Gunderson Design
Haggin Marketing
Kiosk Creative
Landis Designs
Loud Dog
MacKenzie Communications
MRM Worldwide/McCann Group
Rauxa
Renke Creative
The Benchmark Group
Twist
Wilson RMS

Clients:

American Conservatory Theater
Baby Bliss
BioSign
BlackRock
Corsair
FitnessPlus
Hospitality House
infoUSA.com
Mill Valley Film Festival
Peterson, Weyand and Martin
RDC Architecture
SPUR
Telegraph Hill Robes
The Beverly Hills Bar Association
ThinkSmart
World of Charms