

Michelle Leshner Designs

{Creative Direction + Graphic Design + Marketing Communications}

Experience

Indian Leap Winery

San Francisco, California

August 2017–Present

Creative and Marketing Director. A focus on building brand and creating brand recognition through multi-channel efforts including social media, email campaigns, banner ads, website (from wireframes to user flows to design) and promotions. Other responsibilities include creating product artwork and marketing materials to enhance the overall product image. Designing labels and copywriting are a key element of my job as well as driving revenue and vendor relationships from sourcing bottles to sourcing print and media buying.

betsy dee & co

Oakland, California

June 2009–July 2012; August 2017–present

Senior Art Director. Managed projects through the entire creative process—from concept through final production—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.

Oōtem Advertising

San Francisco, California

June 2016–August 2017

Senior Art Director. Managing and art directing multiple clients and projects across a variety of business sectors; Entertainment, Technology and Health and Beauty. Creating artwork for direct response starting with website/e-commerce (from wireframes to user flows to design), collateral materials, promotional materials, print ads, tradeshow graphics, digital assets, packaging, strategy, brand DNA, leading the creative story for a new line of skincare, as well as, creating content and artwork for social media for varied clients. Collaborated with project teams to plan, analyze, organize and execute assigned projects.

Snapfish

San Francisco, California

February 2014–December 2015

Associate Creative Director/Senior Art Director. Placed at Snapfish to strengthen the relationship between the client (Snapfish) and ad agency (Lift Agency). Created original artwork, updated and designed assets and landing pages for new products/services, created surface designs for products sold by Snapfish, worked with social media team to develop strategies and content for multi-social network platforms, information gathering within a cross-functional team environment to support company-wide creative objectives, collaborated with writers, other designers, project owners and category managers to develop original ideas for targeted B2C campaigns, developed and managed seasonal toolkits to work within the brand and create a visual identity for the new Snapfish 2.0 brand and as well as across multi-channel platforms.

Lift Agency

San Francisco, California

May 2012–November 2013

Associate Creative Director/Senior Art Director. Oversaw projects through the entire creative process—from concept through final production—of marketing and collateral materials, direct marketing efforts, email and landing pages for various clients including SiriusXM, Union Bank, AOL, Healthy Directions, and Snapfish, developed strong relationships with clients and vendors, provided creative leadership to junior designers relevant to technical design issues, print managed catalog efforts, and participated in and helped lead several new business pitches, including winning the SiriusXM account.

Education

Academy of Art College

San Francisco, California

Master of Fine Arts, Graphic Design

Graduated With Distinction

President's Honor List

Emerson College

Boston, Massachusetts

Bachelor of Science in Speech

Awards: Dean's List

Honors: Lambda Pi Eta,

National Honorary Society

Skills

- Lead creative talent
- Efficient and strong attention to detail
- Team oriented
- Manage client expectations
- Strong interpersonal and presentation skills
- Ability to work in a fast paced environment
- Extensive background in electronic print and web production
- Print Production Management with on-press quality control
- Proficient in Adobe CC, Sketch and Microsoft Office

Awards

The All New American Logo

Volunteer/Affiliations

Planning Committee Member of

Central City Hospitality House

Annual Art Auction

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Drive Design

San Francisco, California

June 2006–August 2009

Senior Art Director. Directed projects through the entire creative process—from concept through final production—for collateral materials, promotional materials, print ads, tradeshow graphics and online content for clients including Corsair, St. Mary's Hospital and Fujitsu. Responsible for print production management, photo art direction and developed strong relationships with clients, product managers, vendors and others to gain insight into their needs and any technical issues that may have arisen.

ARC Worldwide—A Publicis Company

San Francisco, California

January 2004–May 2005

Senior Art Director. Produced original artwork—from concept, design, and layout—for collateral materials, direct marketing and promotional materials for various clients including Visa, Nestle, and Del Monte. Responsible for presentation of projects to clients with a clear emphasis on helping them realize their marketing goals and partnered with photographers to create photos that met the marketing goals of the client.

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 clients. Responsible for print production management, photo art direction and vendor/client relations.

Agencies/Studios:

Alcone Marketing	Kiosk Creative
ARC Worldwide (Formerly Frankel)	Landis Designs
betsy dee & company	Loud Dog
Broom and Broom	Mackenzie Communications
Creatis	MRM Worldwide/McCann Group
DDB San Francisco	MSpace Design
Design One	Rauxa
Digital Impact	Renke Creative
Drive Design	The Benchmark Group
Expert Communications	The 360 Group
Gunderson Design	Twist
Haggin Marketing	Wilson RMS

Clients:

American Conservatory Theater	Indian Leap Winery
Baby Bliss	Lucky Baby Designs
Barefoot and Pregnant	Mill Valley Film Festival
BioSign	Peterson, Weyand and Martin
BlackRock	RDC Architecture
Brix Direct	SPUR
Budget Blinds of Marin	Telegraph Hill Robes
Cameron Carr Designs	The Beverly Hills Bar Association
Corsair	The Gilbert Guide
FitnessPlus	ThinkSmart
Hospitality House	Two Terrier Farms
infoUSA.com	World of Charms

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