



## Leslie Irvine

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### Objective

To provide efficient, clean, professional service in the areas of web design, content creation, graphic design, and marketing.

### Education

The Art Institute of Vancouver | 2009 | Graphic Design Diploma

### Experience

#### Owner and Design + Marketing Specialist—Leslie Irvine Design + Marketing

June 2018 – Present | Edmonton, Alberta, Canada

Offers a range of design and marketing services:

- » Web Design & Set Up
- » Graphic Design
- » Marketing Strategy
- » Email Marketing
- » Branding & Identity
- » Research

#### Design and Marketing Specialist—United Sport & Cycle

September 2017 – June 2018 | Edmonton, Canada Area

- » Instrumental in coordinating/consulting technical and design development of new website platforms
- » Member of Web & E-commerce Team
- » Front-end web management
- » Coordinate with Product team
- » Assist in troubleshooting
- » Management of contract and part-time designers
- » Graphic Request
- » Project management & design for all campaign/promotional initiatives
- » Headed Major Publication & Co-Op Projects
- » Property Digital Signage Management

#### Graphics Design Coordinator—United Cycle

March 2013 – September 2017 | Edmonton, Canada Area

- » Designs and manages all sales campaign deliverables including flyers and advertisements
- » Manages all content for website including landing pages and product features.
- » Designs a multitude of promotional materials including coupons, gift vouchers, posters, billboards, and handbills keeping designs in-line with company brand.
- » Coordinates and executes all departmental design requests
- » Builds various templates in-line with branding and identity including flyers, hot sheets, and catalogs
- » Created and maintains tracking system for print expenses
- » Handles all marketing printer relations and ordering
- » Coordinates with other departments to perfect processes currently in place

#### Owner and Graphic Designer—Leslie Irvine Graphic Design

December 2010 – July 2013 | Vancouver, BC & Edmonton, AB

Successfully managed and operated graphic design company specializing in brand/identity and layout design.

### **Partner/Graphic Designer Rain Cityscape**

Nov 2010 – Mar 2013 | Vancouver, BC

- » Apparel company/art project between myself and Sarah Eisner of Sarah Tonin Designs
- » Screen-printed tee's feature landmarks in Vancouver, BC

### **Graphic Designer—Rose Country Advertising**

Aug 2011 – Feb 2012 | Edmonton, AB

Tasked with various advertising & layout designs such as:

- » Magazines
- » Newsletters
- » Brochures
- » Business Cards
- » Newspaper Ads
- » Print Ads

### **Contract Designer— PURE Communications inc**

Mar 2011 – Jul 2011

Contract Graphic Designer charged with various tasks including

- » Summer Events Calendar for local municipality
- » Print advertisements for local land development companies

### **Volunteer Speaker—Action for Healthy Communities**

May 2011 | Edmonton, AB

- » Designed and executed composition workshop for children aged 9 to 14 highlighting the elements of composition in photography

### **Graphic Design—Sarah Tonin Designs**

Dec 2010 – Mar 2011 | Vancouver, BC

- » Charged with original photography
- » Creation of graphic elements for tee's
- » All branding for the VAN2011 identity
- » Pre-press and creation of separations for screen printing

### **Graphic Designer—Spicebox**

Sep 2009 – Jan 2011 | Burnaby, BC

- » Executed designs of several products ranging from early learning kits for young children to fun arts and crafts kits for pre-teens and culinary kits for adults.
- » Charged with the creation of catalogs, sell sheets, website updates and various other marketing and sales related designs.
- » Responsible for product photography and post production of images.
- » Created various mock ups of upcoming products for trade shows and client presentations.

### **Graphic Designer—Online Fitness**

2006 – 2009 | Los Angeles, CA

- » Vector mock-ups of products for printer references