



LESLIE IRVINE

587 986 2807

contact@leslieirvine.com

leslieirvine.com

EDUCATION

GRAPHIC DESIGN DIPLOMA | THE ART INSTITUTE OF VANCOUVER

OCTOBER 2006 – JULY 2009 | VANCOUVER, BC

- » Drawing, Life Drawing, Colour Theory, Typography
- » Concept Development, Digital Illustration
- » Illustrator, InDesign, Photoshop, Dreamweaver, Flash
- » Art History, History + Analysis of Design
- » Corporate Identity, Electronic Design, Production + Prepress
- » Web Development, Advertising Design
- » Art Direction, Dimensional Design

EXPERIENCE

WEB AND GRAPHIC DESIGNER | PIXEL DESIGNS

AUGUST 2019 – PRESENT | EDMONTON, AB

Print, Brand, Web Design, + Web Development

- » Squarespace Design + Customizations
- » Shopify Design + Customizations
- » Adobe XD Mockups
- » Sitemapping + UX
- » Brochure + Lookbook Layout
- » Brand Development

DESIGN AND MARKETING SPECIALIST | LIDM

JULY 2006 – PRESENT | EDMONTON, AB

Offers a Range of Design + Marketing Services:

- » Web Design + Set Up
- » Graphic Design
- » Marketing Strategy
- » Social Media Strategy
- » Publication Layout
- » Branding + Identity

TEMP MULTIMEDIA TECH | AUPE

JULY 2022 – NOVEMBER 2022 | EDMONTON, AB

Layout of Labour School + Core Course Books

- » InDesign Template creation
- » Layout of over 20 course books exceeding 100 pages
- » Organization of assets from AUPE Reps
- » Outline + request missing images + content
- » Cross-reference Instructor + Participant booklets

References available at leslieirvine.com



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DESIGN AND MARKETING SPECIALIST | UNITED SPORT & CYCLE

SEPTEMBER 2017 – JUNE 2018 | EDMONTON, AB

- » Instrumental in coordinating/consulting technical + 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 + 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, AB

- » Design + manage all sales campaign deliverables including flyers + advertisements
- » Manage all content for website including landing pages + product features.
- » Design a multitude of promotional materials including coupons, gift vouchers, posters, billboards, + handbills keeping designs in-line with company brand.
- » Coordinate + execute all departmental design requests
- » Build various templates in-line with branding + identity including flyers, hot sheets, + catalogs
- » Create + maintain tracking system for print expenses
- » Handle all marketing printer relations + ordering
- » Coordinate with other departments to perfect processes currently in place

GRAPHIC DESIGNER | ROSE COUNTRY ADVERTISING

AUGUST 2011 – FEBRUARY 2012 | EDMONTON, AB

Tasked with various advertising + layout designs such as:

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



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CONTRACT DESIGNER | PURE COMMUNICATIONS INC

MARCH 2011 – JULY 2011 | VANCOUVER, BC + EDMONTON, AB

Contract Graphic Designer charged with various tasks including

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

GRAPHIC DESIGNER | SPICEBOX

SEPTEMBER 2009 – JANUARY 2011 | BURNABY, BC

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

GRAPHIC DESIGNER | ONLINE FITNESS

2006 – 2009 | LOS ANGELES, CA

- » Vector mock-ups of products for printer references