

# Michelle Leshner | Creative/Art Direction + Marketing Communications

## CONTACT

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## 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

## EXPERTISE/SKILLS

Mac OS  
Adobe Creative Suite  
Microsoft Office Suite  
Sketch  
Basecamp  
Slack  
Financial Services  
Entertainment  
Beauty  
Direct Marketing  
Photo Art Direction  
Concept Development  
Strategic Thinking  
User Experience  
Organization  
Team Oriented  
Client Facing  
Manage Multiple Projects  
Print and Web Production  
Lead Creative Talent  
Project Management  
Speed and Efficiency

## AGENCY WORK

Alcone Marketing  
ARC Worldwide (A Publicis Company)  
DDB San Francisco  
Haggin Marketing  
MRM Worldwide/McCann Group  
Rauxa  
Wilson RMS

*Larger list of agencies and clients  
available upon request*

My client experience is diverse; ranging from financial services, healthcare and technology to lifestyle and food and beverage industry. My strengths include concepting a project from sketches, sitemaps and wireframes to final product, 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; Procter & Gamble, AOL, Intuit, SiriusXM, Nestle/Dreyer's, Symantec, Microsoft, Visa, Union Bank, Charles Schwab, and many smaller, growing brands.

### PQ BYPASS (Fremont | 02/2019-Present | Contract Creative Director)

- Designing the brand vision for Medical Device company
- Manage and art direct projects in the digital and print space (including large format graphics)
- Currently working on the re-design of the website (including the user experience)
- Developing product artwork and print marketing materials to enhance the overall product image

### INDIAN LEAP WINERY (Sonoma | 09/2017-Present | Creative and Marketing Director)

- Designing the brand vision
- Creating brand recognition through multi-channel efforts including print, packaging, social media, email campaigns, banner ads, website and promotions
- Responsible for effectively understanding and communicating the user experience in direct-to-consumer e-commerce website
- Developing product artwork and marketing materials to enhance the overall product image
- Help drive revenue, sourcing bottles to sourcing print, media buying and operations

### OÖTEM ADVERTISING (San Francisco | 06/2016-09/2017 | 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 banner ads, packaging, and strategy for skincare line
- Photo Art Direction of skincare packaging for website, print ads and display ads
- Collaborated with project teams to plan, analyze, organize and execute assigned projects
- Concepted content and artwork for social media

### SNAPPFISH (San Francisco | 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 network 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
- Print managed catalog efforts
- Directed photoshoots

### LIFT AGENCY (San Francisco | 05/2012-11/2013 | ACD/Senior Art Director)

- Design and development of marketing and collateral materials, direct marketing efforts, email and landing pages for various clients including SiriusXM, Union Bank, 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
- Provided creative leadership to junior designers
- Print management of direct mail and catalogs

### BETSY DEE & CO (Oakland | 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 (San Francisco | 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
- Photo art direction for Corsair's brochures and packaging materials
- Print production management
- Built relationships with clients, product managers and vendors