

LESLIE LEE

214-537-9679

Leslie@LaughingCatArts.com

CREATIVE DIRECTOR/OWNER LAUGHING CAT ARTS

Highly adaptable creative with a traditional photographic/illustrative background
Self-motivated, hands-on type with an exacting eye for detail

Many small to medium businesses and entrepreneurs have a good product, but don't know how to market it or have it be seen by their end-user or consumer. Other businesses may have worked with a number of graphic designers or agencies, and have a collection of marketing materials that are not unified or strategized, and don't understand the importance of branding and consistency from print to Web. I not only design identity materials, promotional materials, marketing materials and Websites, but I also consult with and educate my client on all aspects of taking their idea to the public - online and in print. I have helped people struggling with a full-time job and a good idea to grow self-supporting businesses. I have also helped businesses unify their public image through print and Web so they are able to appear as professional to the public as they would like to be.

SUMMARY OF QUALIFICATIONS

Visually oriented with a good aesthetic sense
Proven dependability, quickly adaptable to different situations
Artistically well-rounded, capable in 2d and 3d formats

EDUCATIONAL BACKGROUND

University of North Texas, Denton, Texas
Bachelor of Fine Arts, Photography concentration/French minor, 1990
John D. Murcheson Scholarship Recipient
Dean's List

United States Army Signal School Division
Multimedia Illustration Certification, 1995
Honor Graduate

Pratt Institute and Populi, Inc.
Web Communication Design Talent Track Certification, 2000

TECHNICAL KNOWLEDGE

Daily use of Creative Cloud; Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Acrobat
Basic knowledge of QuarkXpress and Office 2010 (Powerpoint, Word, Entourage and Excel)
Preparation of print-ready files for print vendors, entire design to final print production process
Proficiency in the use of digital cameras; also 35mm, large format, video cameras
Comprehensive study of many photographic processes - hand processing of color and B&W film and print, Kwikprint and archaic processes
Extensive study of painting, drawing and printmaking techniques to include oil, gouache, watercolor, graphite, pastel, conte, etching and lithograph
Studio classes in sculptural medias such as pottery, stone cutting and wax casting

LANGUAGES

Advanced HTML
Advanced CSS
Basic JavaScript
Able to work with established ASP and PHP

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PROFESSIONAL EXPERIENCE

2003 to Present – Creative Director/Owner - Laughing Cat Arts, Dallas, Texas

- Creative Director, lead designer and illustrator of **Indian Weddings** print and online magazine, set graphic standards
- Layout of books, photography and digital image manipulation for **Big Think Media** and **Petersen Games**
- Create all print marketing materials and online presence of **The Rhythm Room** and **Vow to Dance**
- Create and maintain Web sites for businesses such as **Lone Star Circus** and **Mobile Shred-it**
- Designer of GUI (Graphic User Interface) and icons for Muroc Systems and redesigned their marketing Web site, **TeamSupport.com**
- Designer of Web site to include illustrations, blog and corporate print pieces for **NiMA Marketing**
- Layout of online and print ads for **Black White Read** neighborhood publications
- Teach corporate training classes in Adobe products and HTML and CSS - Client companies include **Russell Athletic**, **Uncle Julio's**, **Reliant Energy**, **The Boy Scouts of America** and **Lennox Air Conditioning**
- Create corporate and marketing materials, brochureware, illustrations, logos and Web sites for clients such as **Privacy Compliance Group**, **Privacy Council**, **John Roberts BMW**, **Little Katana Sushi Bar** and **Coconuts Island Grill**
- Rebranding and marketing of all print and Web pieces to include illustrations for **Neo Camerata**, **New Roads Records** and the **New Classical Performing Arts Association**
- Converted **King Architectural Metal's** 6,000+ item catalog to an E-commerce site on .NET platform
- Maintained Web site and created programs, mailouts and posters for **Meadow School of Arts at Southern Methodist University** to comply with established graphic standards

2001 - Instructor - Art Institute, Dallas, Texas

- Taught class in visual design, illustration and image manipulation for Web

2000 to 2003 - Senior Technical Consultant - Impact Innovations Group, Dallas, Texas

- Illustrated, designed and produced in-house print pieces
- HTML developer for **Jobs.com** and participated in restructuring and rebuilding Web site
- Designed, coded and project managed creation of Web sites for clients such as **Randall Publishing**

1997 to 2000 - Designer/Illustrator - Aquent Partners, Inc., Dallas, Texas

- Illustrated, art directed, designed and produced posters promoting community service projects and company events for **Northrop Grumman Integrated Systems and Aerostructures Sector**
- Worked with The Promotion Network designing and producing in-store promotional pieces for **Philip Morris** and **United Distillers and Vintners**
- Worked with SPAR Performance Group designing, producing and illustrating promotional incentive print pieces for companies such as **Taco Bell**, **Bruce Hardwood Floors** and **Nortel**
- Designed print and electronic presentations for **Lockheed-Martin Tactical Aircraft Systems**
- Worked for **PricewaterhouseCoopers, LLP** designing, producing and illustrating of corporate print brochures, annual reports, posters and invitations for special functions

1994 to 1997 - Multimedia Illustrator - United States Army, 303d Military Intelligence Battalion, Fort Hood, Killeen, Texas

- Created electronic presentations and printed visual aides for briefing and training purposes

1990 to 1994 - Freelance Artist - Dallas, Texas

- Painted commissioned pieces for area businesses and individuals
- Performed art conservation, framing and furniture restoration for private clients

1987 to 1990 - Photography/Video Production Assistant - The Center for Instructional Services, University of North Texas, Denton, Texas

- Created artwork and titles for video production
- Ran sound and broadcast equipment for UNT cable television broadcast classes
- Worked on location as cameraman and photographer at UNT special functions

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PROFESSIONAL REFERENCES

Elaine Hewlett, Owner
The Rhythm Room
(214) 773-0601
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Rich Fleider, Art Director
Petersen Entertainment
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Arushi Sinha, Owner
Big Think Media
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Stephanie Bohan, Director
Love-Agape Clinic
(214) 986-3513
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James Bland, Photographer
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