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IVAN DE LEON

SENIOR GRAPHIC DESIGNER/
WEB DESIGNER/BRANDING SPECIALIST


ideonstudio.com

RÉSUMÉ



IVAN DE LEON
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PROFILE

Concentration:
Branding, Color, Patterns

Languages:
English and Spanish

EDUCATION

2000 - 2001 (New York, NY)
Video Editing, Webdesign and Type Design
School of Visual Arts (SVA)

1991-1995 (Guadalajara, Mexico)
Bachelor of Arts in Graphic Design
University Autonoma of Guadalajara

SKILLS

InDesign	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
AfterEffects	●●●●●●●●●●
Premiere PRO	●●●●●●●●●●
UI Design	●●●●●●●●●●
Wire-Frames	●●●●●●●●●●
Sketch	●●●●●●●●●●
Axure	●●●●●●●●●●
XD	●●●●●●●●●●
HTML, CSS & Sass	●●●●●●●●●●
Word	●●●●●●●●●●
Excel	●●●●●●●●●●
Power Point	●●●●●●●●●●
Photography	●●●●●●●●●●
Video	●●●●●●●●●●
Lightroom	●●●●●●●●●●
508 Compliance	●●●●●●●●●●

AWARDS

Graphic Design USA Awards (2018) at the Henry M. Jackson Foundation

- 5 Annual Reports and Brand Guide
- Over 5000 entries nationwide including many Fortune 500 companies (e.g., Coca Cola, Amazon, BlackRock) competed for best in-house creative work

PROFESSIONAL EXPERIENCE

APR 2020 - Now Viva the life Properties | Vivathelife.com
Art Director / UI/UX Designer

Maintain the branding across a wide variety of applications from presentations and print collateral to digital and environmental graphics. Create and design marketing materials, including presentations; brochures, ads, invitations, posters, and programs; financial charts and graphs and infographics. Design in collaboration with PR for social media graphics, landing pages and web related assets. Coordinate materials for events. Investigate user experience design requirements for our suite of digital assets. Collaborate with the marketing team, internal and external designers to ensure the creation and delivery of a tailored experience for the digital user.

OCT 2020 - Now Maryland Jockey Club (Laurel Park, MD) | Gulfstream.com
UI/UX Designer / Senior Graphic Designer / Art Director

Develop and conceptualize a comprehensive UI/UX design strategy for the brand. Produce high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site. Adhere to style standards on typography and graphic design. Test UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.

JAN 2010 - APR 2020 Henry M. Jackson Foundation (Bethesda, MD) | HJF.org
Senior Graphic Designer/ Art Director

Led the organization's development of in-house design team for advertising, promotional materials, displays for conference, collateral and webdesign. Collaborated with Creative Director and PR team to develop layouts that met and exceeded client expectations following Branding Guidelines

FEB 2006 - NOV 2009 CROSBY Marketing (Bethesda, MD) | crosbymarketing.com
Senior Graphic Designer

From conceptualization to completion, responsibilities included leading and managing the oversight of creative art direction and design initiatives for television, radio, print, website design and branding campaigns. Developed design disciplines for all creative products, managed workflow and scheduling, and maintained the integrity of design while ensuring that the creative team was strategically on target, on time and on budget. Products included: Publications, Brochures, Flyers, Press Releases and Media Kits, Mechanical Art and Print production, Public Service Announcements (print, radio, video, and web)

OCT 2005 - JAN 2006 USP Pharmacopeia (Bethesda, MD) | USP.org
TEMPORARY CONTRACTOR - Senior Graphic Designer

Designed promotional material and displays for the organization conferences. Created all graphics and layout design for the corporate calendar. Designed and coordinated with editorial staff to ensure timely delivery of product catalog. Designed multilingual publications for corporate advertising promotions

ATTRIBUTES OF COMPETENCE

- Direct client-facing experience serving as expert designer and delivering high-quality work in a fast-paced environment to meet deadlines and exceed client expectations
- Experience managing vendor relationships and procurements
- Ability to resolve complex production and project issues with a collaborative, solution-oriented approach
- Strong familiarity in creating products of varying length, size, and complexity such as annual reports, banner-ups, posters, trifold, branding collaterals, infographics, website layout, 508 compliant forms
- Web design, knowledge of HTML, CSS and Sass, understands terms in relation to the web development environment
- Excellent organizational, multi-tasking, and time management skills
- Exceptional attention to detail
- A team player but can work independently too.