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🏠 1529 Spring Pl. NW  
Washington, DC 20010

## IVAN DE LEON

SENIOR GRAPHIC DESIGNER/  
WEB DESIGNER/BRANDING SPECIALIST

[ideonstudio.com](http://ideonstudio.com)

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# RÉSUMÉ



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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	●●●●●●●●●●
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

● **JAN 2010 - APR 2020 Henry M. Jackson Foundation (Bethesda, MD) | HJF.org**  
*Senior Graphic Designer/Web-Designer/Branding Specialist*

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 - 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

● **SEP 2002 - JAN 2005 EATS Magazine (New York, NY) Goldbelly.com**  
*Art Director & Graphic Designer*

- Designed and have files ready for the magazine production with a print circulation of 12,000
- Coordinated projects with editorial team to ensure on time, error-free publication

## 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
- Operational knowledge of commercial printers and production terms