hello leigh

PORTFOLIO
helloleigh.com

EMAIL
helloleigh@gmail.com

PHONE
901.491.6801

TWITTER
@helloleigh4

DRIBBBLE
/helloleigh

LINKEDIN
/in/helloleigh

Creative Director
HAVENLY
2015 - Present

Worked closely with the CEO to establish the current look and feel of the web/mobile products and the overall brand for this design-focused company. Hired talented designers and brand roles to execute on a delightfully usable web experience and memorably bold marketing campaigns. Innovated with the product team and execs to utilize user research and develop features that solve a user problem in a new, exciting and accessible way. Responsible for ensuring the company's brand and creative vision is woven together effortlessly from every touchpoint throughout the experience.

Creative Director
BRANDFOLDER
2014 - 2015

Led user-centric product design by working closely with the product team to define user needs, map out user flows and create wireframes for new and existing features. Created UI designs for the SaaS app and worked closely with the technical team on pixel-perfect implementation. Established brand standards and design guidelines for the company. Created a variety of digital graphics to support creative marketing campaigns and sales efforts.

Lead Product Designer
ANGIE'S LIST
2013 - 2014

Worked on a "Tiger" team with the VP of Product to conceptualize new product offerings for the 16-year-old website. Constructed a new visual language and style guide. Directed a team of in-house designers in it's application. Optimized landing page and funnel conversions via visual and usability improvements, resulting in 33% more completions. Collaborated with Prolific Interactive to produce a new iOS app. Re-designed the welcome email series, resulting in a 3% click-through rate increase. Awarded for performance among the top 20% of employees, 3 quarters in a row.

Creative Director
Lead Designer
BRIGHTNEST
(ACQUIRED BY ANGIE'S LIST)
2012 - 2014

Guided the design of the product, as well as, every brand aspect seen throughout the company through concept ideation, brand guidelines and mentorship. Designed and coded successful engagement emails. Iterated landing pages and sign-up funnels through A/B testing and innovative design/content. Ideated new features within the web app and completely re-designed the UI. Designed the iOS app, which was featured in the App Store multiple times. Created high-converting viral infographics.

Owner
Lead Designer
DIAGONAL.
2010 - 2012

Owned and operated a freelance design firm that provided identity, print, and web design solutions for a myriad of clients; utilizing fresh perspectives and original ideas. Managed the end-to-end operation of acquiring clients, providing consultation, and producing deliverables. Mastered a variety of design disciplines in order to satisfy client's needs.

Email Designer
Email Developer
EMMA EMAIL MARKETING
2007 - 2012

Successfully designed and coded custom, stylish email templates for a wide variety of businesses ranging from small startups to large corporations. Communicated directly with each client to ensure the most ideal solution every time. Worked on various in-house projects, ensuring that the company's finely-tuned brand was kept within standards but also exemplified a high level of creativity. Kept up-to-date on all email design standards across all platforms and email clients.

SKILLS

- Creative/Art Direction
- Branding & Identity
- Product Design
- Visual Design
- UI/UX Design
- Illustration
- Typography
- Photography
- Print Design & Packaging
- Album Design
- Screenprinting
- Video/Audio Editing
- Laser Engraving/Cutting
- Prototyping
- Conversion Optimization
- Interaction Design
- Wireframing
- User Testing & Research
- Email Design
- HTML & CSS
- Scrum Methodologies

SOFTWARE

- Sketch
- Zeplin
- JIRA
- Photoshop
- Illustrator
- Dreamweaver
- InVision & UXPin
- Mailchimp
- Wordpress
- Github
- Adobe Acrobat
- Adobe Premiere Pro
- InDesign

EDUCATION

2002–2006

MIDDLE TENNESSEE STATE UNIVERSITY

BFA: Graphic Design
MINOR: Interactive Design

GPA: 3.8