

DANIEL LEIGH

DESIGNER



PROFILE

Dedicated designer with over 10 years of experience seeking a challenging position in a progressive organization that offers opportunities for creativity and strategic designing that can spark world-changing concepts.



CONTACT ME

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SKILLS

PRINT, WEB, & E-MAIL DESIGN

BRAND IDENTITY & DEVELOPMENT

CONCEPT DESIGN & PRESENTATIONS

VERBAL & WRITTEN COMMUNICATION

PROJECT & TIME MANAGEMENT

PROFICIENT IN:

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE AFTER EFFECTS

MICROSOFT OPEN OFFICE



EDUCATION

- **HIGH SCHOOL DIPLOMA** | AUG 2004 - JUN 2008
Gaither High School / 16200 N Dale Mabry Hwy, Tampa, FL 33618
- **BACHELOR'S DEGREE** | AUG 2008 - AUG 2012
Art Institutes International of Tampa / 4001 N Himes Ave, Tampa, FL 33614
Majored in Graphic Design with a minor in Interactive Media & Web Design



EXPERIENCE

FIX MY COMPUTER ON SITE

GRAPHIC & WEB DESIGNER | JAN 2008 - DEC 2015

- Leveraged web and graphic design expertise to design engaging marketing and promotional materials to help generate new sales revenue.
- Developed entire brand packages for small business clients that included full brand identity, website development, and social media management.
- Expanded and grew the company's customer base by establishing strong connections via networking with other small businesses in the area.

FRONT BURNER BRANDS

GRAPHIC DESIGNER | JAN 2016 - CURRENT

- Designed national campaigns and menus for a franchised restaurant concept in collaboration with the Marketing and Operations team.
- Designed and developed in-store graphics for a restaurant concept by working closely with the Interior Design department and their vendors.
- Branded a learning management system by working closely with the Learning and Communications team.
- Created engaging social media and e-mail marketing materials by utilizing motion graphic, and coding skills.
- Worked in partnership with the Manager of Marketing Technologies to design and develop the company's website.
- Managed the creative team by delegating daily franchisee projects.
- Assisted in the organization and management of various corporate events by sitting as the Marketing Chair on the Event Planning Committee.
- Developed a brand identity for a new restaurant concept by creating the overall look, and feel which included developing a brand voice, concepting, designing stationery, designing brand products, menu development, web development, and social media campaigns.