



## ELIZABETH LEONARD

I am a creative, hands-on, people-oriented professional with over eight years experience in graphic communications and a BS degree in Graphic Design from CSUS (2002). I possess expertise in Adobe InDesign, PhotoShop, Illustrator, Acrobat and HTML. I am also familiar with the Microsoft Office Suite and Adobe Flash, and am comfortable on both Mac and PC platforms. Major strengths include project management, research and enthusiastic growth in areas of web marketing.

### *May 2002 - June 2004 & July 2005-Present*

CB RICHARD ELLIS

GRAPHIC DESIGNER

- ❖ Meet with clients to strategize best marketing approach for a listing.
- ❖ Create and update on-line advertisements, email campaigns and web sites using CMS, HTML and Flash in accordance with corporate branding guidelines.
- ❖ Create brochures, ads, postcards, reports and banners for digital and offset press.
- ❖ Monitor return of investment in marketing service lines and maintain image library and graphic design, artwork, and publication archive.

Special Achievement: I am the regional lead for web and email marketing at CBRE. I have been instrumental in researching uses for, and accounting for dollars saved by offering Flash MX presentations as a service.

### *February - June 2005*

S.T.A.R.

GRAPHIC DESIGNER

- ❖ Create original print media for seasonal S.T.A.R. events, including postcard invitations, save-the-date cards, auction ID tags, table tents, programs, etc.
- ❖ Arrange for 4-color digital presswork and binding.
- ❖ Assist client on-site when necessary.

### *September 2004 - Present*

NYTSHAED SCHOOL OF RAPIER

GRAPHIC DESIGNER

- ❖ Create Nytshaed logotype, combining the history of fencing, romance of the sword, and the nightshade plant
- ❖ Create cost-effective, high-quality brochure utilizing images on hand and excellent inkjet stock.
- ❖ Design black and white business card for cost efficiency and visual strength.
- ❖ Design promotional t-shirt for use by Maestro and students.

Special Note: Currently working on [www.nytshaed.com](http://www.nytshaed.com) website.

### *August 2004 - September 2004*

DOOLEY'S ATHLETIC SUPPLY

GRAPHIC DESIGNER

- ❖ Create original art and logos for production on 2-6 silkscreen press
- ❖ Educate self on cutting-edge raster-to-vector conversion software.
- ❖ Monitor screen production on 36" black and white plotter.
- ❖ Communicate with clients and monitor silkscreen quality output.

### *March 2000-May 2002*

CA. DEPARTMENT OF WATER RESOURCES

Assistant Graphic Designer

- ❖ Design and update internal web sites using DreamWeaver.
- ❖ Design and layout posters, brochures, web pages, window displays and promotional swag for use at visitor centers, trade shows, kiosks and educational events.
- ❖ Art direct photography.
- ❖ Send out bids for printing and oversee printing process, including press checks.

Special Achievement: Conceptualized, designed and art directed SiOC Award nominated "DWR Student Recruitment Brochure."