

LEANNE MAXWELL

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Concept-to-completion designer with extensive print production and moderate web experience
Editorial, advertising, marketing, branding, logo creation, typography, and color
An eye for detail/consistency, excellent communication, organizational, and time-management skills
Proficient in Adobe Creative Suite 3, Mac OSX Leopard

PROFESSIONAL EXPERIENCE

FREELANCE DESIGN/PRODUCTION

MAY 2008 –PRESENT (contract basis)

Sheila Buchanan Designs, Home Energy Magazine, TravelSmith, Low Carbon Productions, Social Imprints, Taproot Foundation

- Build and organize layouts for print and web, edit and research photos and graphics, collaborate on concepts and branding, make corrections.

HOME ENERGY MAGAZINE

OCTOBER 2001–MAY 2008

Production Designer

BERKELEY, CA

- Responsible for layout of editorial content — eight full-color, 52-page issues per year.
- Processed photographs and artwork; produced graphs and tables; designed four-color front covers.
- Processed, prepared, and uploaded digital files for press via printer's Insite proofing system; was a new implementation that saved time and reduced cost.
- Integral in transforming and streamlining *Home Energy Magazine's* identity, in print and online.
- Developed and updated website content monthly; optimized graphics, uploaded files to FTP site, edited front-end PHP and HTML, and entered content via content management system.
- Produced in-house collateral; developed company identity; created ads for clientele.

NUVO NEWSWEEKLY

1998–2000

Lead Designer

INDIANAPOLIS, IN

- Charged with the production, layout, pre-press, and digital upload of complete sections of weekly newspaper via FTP.
- Scanned and corrected accompanying photographs and artwork; created four-color cover images; produced illustrations
- Designed and processed client advertising and sales presentations; developed headlines.

TECHNICAL SKILLS

- InDesign • Quark • Photoshop • Illustrator • Acrobat • HTML/CSS • Dreamweaver • Microsoft Office Suite
- Video-editing • Photography • Illustrating • Blogging

EDUCATION

INDIANA UNIVERSITY

1996

BACHELOR OF ARTS, STUDIO ART/PHOTOGRAPHY

BLOOMINGTON, IN

References Gladly Provided Upon Request