

516.524.0544
fredandlester@gmail.com
lesleyweiner.com
site password: hello

LESLEY WEINER

WORK EXPERIENCE

Present
July 2011

Associate Creative Director at JUICE

Supervise a team of designers across 3 distinct brands by delegating workload and maintaining brand integrity.

Passionate presenter who knows the business and how to work with clients to achieve the most cohesive results.

Understand the broad range of marketing communications and how to create stellar creative in a regulated space.

In constant communication with developers to build code-ready assets and in turn, train team on best digital practices.

Work closely with project management and account team to ensure creative accuracy and business objectives are met.

Regularly invited to work on new business pitches and conceptualize fast-paced creative content.

July 2011
June 2009

Designer at Mélangerie

Designed print collateral for weddings and social events including; identity design, custom event favors, packaging, and invitations. Became highly knowledgeable about print processes including letterpress, foil stamping, off-set printing, silk screening, embossing, etc.

February 2009
June 2008

Design Intern at a4 studio

While in graduate school, assisted the in-house design team for textile design company, Maharam. Responsible for typesetting the yearly calendar book which served as a client gift. Simultaneously worked with the team to design signage for a residential building.

September 2007
May 2006

Designer at Blue Man Group

Created advertisements for newspapers, taxi-tops, bus-sides, casino banners. Designed merchandise for tours, including the company's best-selling t-shirt. Responsible for the re-design of various in-house collateral.

May 2006
December 2004

Designer at Working Mother Magazine

Designed advertorials for use in the magazine. Re-designed outdated circulation materials. Created signage for all company conferences.

December 2004
August 2003

Designer at Neighborhoodies

Created weekly print and digital advertisements. Designed company catalog and art directed photoshoot for content. Revamped company identity and implemented for store signage.

EDUCATION

May 2009
September 2007

School of Visual Arts

MFA Graphic Design

New York, New York
Designer As Author Program

May 2002
September 1998

Skidmore College

BFA Painting/Printmaking

Saratoga Springs, New York

May 2001
January 2001

Studio Art Centers International

Semester Abroad

Florence, Italy

August 1996
July 1996

Penn State University

Summer Graphic Design Program

State College, Pennsylvania