

Stephen D. Leacock

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Education

Florida State University School of Visual Arts & Dance
May 2003 *Bachelor of Science in Studio Art with an Emphasis in Graphic Design*

Experience

- Feb 2008 - Present
eLayaway
Senior Designer
Member of a two-person design team responsible for numerous tasks including design of investor packets, brochures, sales pieces, convention booth designs, branded garments and advertising. Also created web banners and graphics, web page mockups and email marketing pieces. Participated in developing marketing strategy and writing ad copy.
- Dec 2003 - Aug 2005
Jan 2006 - Nov 2006
Aug 2007 - Feb 2008
FSView & Florida Flambeau Newspaper
Creative Director
Assumed responsibility for creating or overseeing creation of all non-photographic graphical elements of the newspaper and magazine, including illustrations and layout of feature pages. Designed advertisements and assisted production staff in ad creation. Held educational sessions to teach production staff specific techniques as well as general design principles. Redesigned the FSView & Florida Flambeau newspaper from the ground up. Designed numerous internal documents including marketing material and rate card.
Production Manager
Responsible for management of the entire production department for all company publications. Designed concept and layout for Edge Magazine. Performed newspaper layout and designed special graphics. Ensured pagination and page output was completed for every publication. Trained an almost entirely new production staff (two summer interns were the only exception) including a new production manager.
Intern/Production Assistant
Built advertisements and graphical elements for the newspaper. Assisted with the layout of editorial within issues as well as output of pages.
- Aug 2005 - Jan 2006
ThinkCreative
Print Designer
Worked as the sole print designer in a small ad agency. Designed everything from letterhead and identities to menu installations, website mockups and large technical manuals. Participated in client meetings to develop and adjust advertising strategies.
- Apr 2002 - Dec 2003
T-Formation
Production Designer
Worked on a team of designers and graphic artists to create garment designs and to output designs for screenprinting. Created on average 15 tee designs each day. Also worked with the press operators and screen room to address printing issues and to adjust files when necessary.
- Dec 2006 - Aug 2007
Freelance Designer
Designer
Created hundreds of design pieces for a wide variety of clients, including concert posters, club flyers, menus, album art, magazine and newspaper ads, brochures, newsletters, billboards, and others.
- Nov 2006 - Dec 2006
Freelance Designer
Designer
Created hundreds of design pieces for a wide variety of clients, including concert posters, club flyers, menus, album art, magazine and newspaper ads, brochures, newsletters, billboards, and others.
- 2002 - Present
Freelance Designer
Designer
Created hundreds of design pieces for a wide variety of clients, including concert posters, club flyers, menus, album art, magazine and newspaper ads, brochures, newsletters, billboards, and others.

Software

Adobe Photoshop Coda
Adobe Illustrator QuarkXPress
Adobe Indesign Macromedia Dreamweaver

