

# 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, websites, brochures, newsletters, billboards, and many 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, websites, brochures, newsletters, billboards, and many 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, websites, brochures, newsletters, billboards, and many others.

## Software

Intimately familiar with Adobe's print software, particularly Photoshop, Illustrator and InDesign as well as Quark XPress. HTML & CSS knowledge are intermediate and constantly growing.

