

Andrea Leksen

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PROFESSIONAL SUMMARY

A passionate, creative, and detail-oriented graphic designer of 14 years, Andrea Leksen offers innovative ideas to solve brand, print, digital, environmental and typographic design issues. She is in her element art directing photoshoots, mentoring junior designers, collaborating on teams, or solo, focusing for hours to find that perfect solution. Due to her years managing diverse clients and students, Andrea brings to the table a level of communication that is integral to successful outcomes, combined with a never-ending desire to learn something new...



EDUCATION

MDes (Master of Design)	<i>Duncan of Jordanstone College of Art & Design, University of Dundee</i>	Dundee, Scotland
BA Arts Administration (cum laude)	<i>Whitworth University</i>	Spokane, WA

COMPETENCIES/KEY SKILLS

- 14 years of design experience
- 8 years mentoring students
- Expert in Adobe Creative Suite
- Self-motivated
- Quick learner
- Multi-tasking guru
- Conceptual, thoughtful designs
- Never-ending desire to learn
- Sense of humor

KEY CONTRIBUTIONS

- Brand expert: skilled in creating memorable identities, identifying aesthetically pleasing and functional font families, color palettes and accompanying branding elements
- Acquired and sustained numerous satisfied clients for over a decade
- Developed creative and implemented into print, digital and environmental graphics for Providence General Foundation's *Festival of Trees* week-long event for four consecutive years, raising almost \$1 million dollars each year
- Published two fonts—one that received an article in *The Seattle Times* and a *KUOW* interview with Steve Scher
- Created and implemented new typography curriculum for Seattle Pacific University



WORK HISTORY

Leksen Design (2003–present)

Creative Director

- Specialize in identity, branding, digital, packaging, collateral, environmental and type design
- Manage clients, subcontractors and print vendors
- Art direct photoshoots
- Clients include Art with Heart, AT&T, becker&mayer!, Chateau Ste Michelle, Fitch, The Hacker Group, HL2, Intermec, Kendall Ross, Majestic America Line, Microsoft, One Earth Solutions, Orcas Island Winery, Providence General Foundation, Randolph Cellars, The Robbins Company, Squalicum Family Dentistry, Sunshine Kids, Symetra Financial, Weber Marketing Group

TEACHING EXPERIENCE

Seattle Pacific University (2008–2016)

Adjunct Professor

- Created curriculum, mentored students, gave portfolio reviews and instilled a passion for design and typography
- Art 1202 | 2 Dimensional Design: introduction to design vocabulary and composition
- Art 3200 | Intro to Typography: typography fundamentals
- Art 3202 | Visual Communication I: visual processes, understanding logo type and marks, and form building
- Art 3204 | Visual Communication II: magazine layout and sustainable packaging design
- Art 3203 | Type Lab II: Letterforms: type design, type as form, typographic systems
- Art 3205 | Applied Typography: experimentation with typographic systems; type design

REGIONAL AND INTERNATIONAL DESIGN EXPERIENCE (2001-2010)

Davis Wright Tremaine LLP

Senior Graphic Designer

- Launched new brand and corresponding style guide for international law firm
- Developed and led in-house design department; managed freelance designers
- Designed for web, e-mail and print, including new ad campaign

Williams-Helde Marketing Communications

Graphic Designer

- Strategized and executed design for a variety of branding and marketing campaigns
- Designed identity, collateral, online graphics and promotional products
- Clients included Darigold, Sonicare, Philips, Insect Shield, FareStart and Northwest Entrepreneur Network

Whitespace Design Consultancy

Graphic Designer

- Collaborated with design team to create logos, ads, brochures, invitations, websites, videos and packaging
- Worked under tight deadlines for clients including Real Time Worlds, Russell Athletic Wear and the Scottish Executive

Intermec Technologies Corporation

Graphic Designer

- Designed splash screens, icons and product packaging; worked with engineering teams to design new products
- Produced technical illustrations for service manuals and packaging
- Created print materials including labels, banners, brochures and company-wide installation guide template

ArtsWest Playhouse & Gallery

Director of Marketing

- Budgeted and directed all activities for \$85,000 marketing budget; increased ticket sales by 16%
- Produced publicity materials including newsletters, brochures, ads and season brochure; consistently updated website
- Supervised Box Office Manager, Audience Services Manager and volunteers