

## EXPERIENCE

### ART DIRECTOR

#### WMSH Marketing Communications

Haddonfield, New Jersey | 2005 – 2010

Oversaw the planning and design of both print and web projects for a small agency with a 75+ clientele. Managed and coordinated additional production between freelance designers, copywriters, illustrators, photographers and programmers. Organized print production with vendors, and web production with ISPs. Managed project estimates and budgets, and directed the traffic and scheduling for all projects. Arranged for all computer, software and network upgrades.

### GRAPHIC DESIGN

South Jersey | 2003 – 2004

Provided freelance graphic design and static web page design services to local businesses. Helped clients integrate their current print media design with their new online presence.

### ART DIRECTOR

#### B2Port-Exeedia Corporation

Marlton, New Jersey | 1999 – 2002

Managed and designed the client's user interface (UI), using Photoshop and Dreamweaver, for the on-site programmers writing proprietary software. Designed and coded static websites and provided technical support for other web-hosting clients. Created print and web graphics for in-house marketing material. Planned and coordinated various trade shows.

### WEB DESIGNER, TECH SUPPORT

#### Coolnet

Philadelphia, Pennsylvania | 1998 – 1999

Designed and coded static websites for clients of a local ISP, and provided technical support to the dial-up and web-hosting clients.

### ART DIRECTOR

#### Fox & Lazo, Inc., REALTORS

Haddonfield, New Jersey | 1987 – 1997

Managed the art direction and graphic design for the Marketing Department of a real estate company with 30 offices and 6 divisions and 1,000+ agents. Designed all projects from concept to completion, including all print media, premiums and outdoor work. Coordinated an annual "Awards Breakfast" ceremony, including theme and award designs. Awarded the Fox & Lazo "Outstanding Staff Award" in 1994, and the "Corporate Staff Award" in 1990.

### TELEMARKETING SUPERVISOR

#### Courier-Post News

Cherry Hill, New Jersey | 1990 – 1991

Evening, part-time, supervising 15+ sales staff. Created an energetic and upbeat work environment, motivating staff to improve their nightly sales quota.

### GRAPHIC DESIGNER

#### Minuteman Press

Haddonfield, New Jersey | 1986 – 1987

Designed and typeset for all incoming orders in a four-press shop. Some bindery and camera work.

### GRAPHIC DESIGNER

#### Comet Press

Philadelphia, Pennsylvania | 1985 – 1986

Designed and typeset for all incoming orders in a one-press shop. Scheduled production, purchasing and equipment maintenance.

### EDUCATION

#### NEW HORIZONS COMPUTER LEARNING CENTERS, INC.

Voorhees, NJ | September–December, 1997

Completed all coursework offered on Web Design and Desktop Publishing.

### PHILADELPHIA SCHOOL OF PRINTING & ADVERTISING

Philadelphia, PA | 1984 – 1985

Completed all coursework offered in Typesetting, Layout and Design.



# leslie irwin

GRAPHIC DESIGN | ART DIRECTION  
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Experienced in print design, web design, logo design and typography. Excellent communication skills. Intuitive, energetic, creative and fun. Will take the initiative in creative problem solving. Focused, decisive and organized. Never met a deadline that couldn't be met. A visual problem solver. Eats stress for breakfast. Yum.

### SOFTWARE SKILLS

MAC OSX. Adobe Creative Suite (5); InDesign, Photoshop, Illustrator, Dreamweaver, CSS/HTML and Acrobat. Also Quark, Microsoft Word and PowerPoint. Some Flash and Fireworks. Comfortable solving computer issues. Receptive to new technology and learning additional software.

