



LEAH EATON

WHY CHOOSE ME?

I bring over 10 years of design experience, adept creative skills and most importantly, a passion for effective visual communication through creativity. My focus is always on bettering myself; therefore, I openly welcome new experiences and view them as opportunities to grow and learn as a creative leader.

EXPERIENCE & INVALUABLE ASSETS

ACDI/VOCA (Washington, D.C.)

April 2018-February 2020 | Senior Graphic Designer & Creative Lead

- Design and deliver creative solutions to engage, empower, and educate across print, screen and space that adhere to ACDI/VOCA's and/or donor's brand standards
- Lead collaborative cross-departmental teams to create content that promotes engagement, brand visibility, and enhances business goals across the organization
- Ability to visualize long-term sustainability in all design decisions and maintain an eye for reusability in designs
- Expertly maintain attention to detail in a fast-paced environment meeting the demands of multiple competing tasks, projects and aggressive deadlines
- Interpret feedback on projects strategically, and improve the work as necessary to meet goals and expectations
- Modify and improve workflows through ideating, prototyping, and ensuring results influence future creative direction
- Manage and maintain ACDI/VOCA's outside vendor relationships as they relate to creative production such as consultants, printers, and photographers

VIVA CREATIVE (Rockville, MD)

April 2017-April 2018 | Senior Graphic Designer

- Created thoughtful experiences for consumers and propelled brands with soul and substance across all media for digital, video and print projects
- Collaborated with Creative Directors to conceptualize original ideas and be an integral part of the strategic and creative process
- Maintained the highest degree of confidentiality regarding all aspects of work across all projects at all times

NFL PLAYERS ASSOCIATION (Washington, D.C.)

September 2009-April 2017 | Senior Graphic Designer

- Managed over 100 visual, digital and interactive projects a year across 12 internal departments, external clients and partners
- Designed creative solutions in support of the organization's visual content strategy that focused on player and membership initiatives and campaigns
- Reliably planned and executed a complex creative schedule for five main events a year geared towards future, current and former players

Say Hello!

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EDUCATION

BACHELOR OF FINE ARTS

Art & Visual Technology

Concentration in Graphic Design

George Mason University 2009

SKILL SET

FLUENT IN...

Illustrator | Photoshop | InDesign | Office

Illustration | Photography | Keynote

WORKING KNOWLEDGE OF...

HTML | CSS | Premiere

SINCE BIRTH...

Cleverness | Awesomeness | Badassery

CLIENTS WORKED WITH

AmeriGas, American Express, Apple,

Alzheimer's Association,

Bill & Melinda Gates Foundation,

Mary Kay, Martha Stewart, Pfizer,

Sheetz, Sotheby's International Realty,

USDA, USAID, Washington D.C. City Paper,

Washington Nationals

ASSOCIATIONS

AIGA American Institute of Graphic Arts

"Creativity is intelligence having fun."

ALBERT EINSTEIN