



LEAH EATON

WHY CHOOSE ME?

I am committed to the continued pursuit of pushing my creative boundaries. I bring eight and a half 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 and adding to my skill set; therefore, I openly welcome new challenges and experiences and view them as opportunities to grow and learn as a design leader.

EXPERIENCE & INVALUABLE ASSETS

VIVA CREATIVE (Rockville, MD)

May 2017-Present | Senior Graphic Designer

- Create art and deliver creative solutions across all media for digital, video and print projects that adhere to our clients' brand standards
- Collaborate with Art Directors to contribute original ideas and be an integral part of the initial creative process
- Expertly maintain attention to detail in a fast-paced environment meeting the demands of multiple competing tasks, projects and aggressive deadlines
- Interpret client feedback on the project strategically, and improve the work as necessary to meet their goals
- Work along side project managers and producers to schedule deadlines and resolve resource and delivery issues
- Modify and improve the workflow through ideating, prototyping, and ensuring results influence future creative direction
- Maintain 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
- Brainstormed within cross-departmental teams and creates print, web, and mobile content that promoted engagement and brand awareness
- Maintained NFLPA's outside vendor relationships as they relate to creative production, such as stock photography/printers/event production

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

Illustration | Photography | Keynote

WORKING KNOWLEDGE OF...

HTML | CSS | Premiere | After Effects

SINCE BIRTH...

Cleverness | Awesomeness | Badassery

CLIENTS WORKED WITH

Washington Nationals | Pfizer | Sheetz | Mary Kay

Sotheby's International Realty | Martha Stewart

American Express | Washington D.C. City Paper

Alzheimer's Association

ASSOCIATIONS

AIGA American Institute of Graphic Arts

"Creativity is intelligence having fun."

ALBERT EINSTEIN