



LESLIE HANSON · ART DIRECTION
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EXPERIENCE

Seamless · New York, NY

Graphic Designer · December 2012 – May 2015

- Currently brand-directing Out of Home and TV Campaigns in conjunction with BBH
- Brand managed, organized logistics, and directed all marketing for delivery service/stunt from Smorgasburg, a massive weekly food festival in Brooklyn.
- Part of a 5-person team that worked on an emergency rehaul of all visual design on Seamless.com in three weeks.
- Other duties: Out of Home; Hygeine / Viral Video; Email Design & Code; HTML & CSS for landing pages, microsites & web admin; B2B marketing, Events / Stunts / Experiential.

Kaplan, Inc · New York, NY

Graphic Designer · December 2008 – December 2012

- Directed all marketing for launch of Campus4D.com, a network for students to rate and discover colleges
- Directed all branding for The 180, Kaplan's weekly show for LSAT news and tips
- Other duties: Design on national & international marketing, direct marketing, collateral, presentations, point-of-sale; social media & microsites.

Levinson Tractenberg Group · New York, NY

Graphic Designer · August – December 2008

- Designed identity and national campaign for Center for Medical Weight Loss, national campaign for Chubb Insurance, web & flash design for CT Wolters Kluwer

Mack Industries · New York, NY

Graphic Design Intern · May – August 2007

- Promotional videography & editing, presskit design, for NYC party FIXED

Freelance

Art Direction, Graphic Design · 2005 – present

- Recent clients include Bombas Athletic Socks, Dering Hall Luxury Furniture, AARP

HONORS & AWARDS

GD USA, 2010 3 Awards

AAF / ADDYs, 2008 5 awards including Best of Show, 2007 3 awards, 2006 3 awards

Creativity, 2007 3 awards, 2006 3 awards

EDUCATION

Susquehanna University · Selinsgrove, PA

Bachelor of Arts, Graphic Design · 2008

- Outstanding Portfolio of Graduating Class, Minor in Film

SOFTWARE, SKILLS, MISC

- Photoshop, Illustrator, InDesign, Sketch, AfterEffects, Dreamweaver, Premiere, Flash, HTML, CSS
- Digital & Darkroom Photography
- Acting for commercials: MTV IGGY, Seamless; UCB Comedy