



ALICIA LEAKE

GRAPHIC DESIGNER

EDUCATION

BFA GRAPHIC DESIGN

SOUTHEAST MISSOURI
STATE UNIVERSITY,
2012-2016

SKILLS & COOL STUFF I KNOW

ADOBE CREATIVE SUITE

PHOTOSHOP
ILLUSTRATOR
AFTER EFFECTS
INDESIGN

WEBSITE BUILDERS

DUDA
WIX

MISCELLANEOUS

DIGITAL ILLUSTRATION
PHOTO COMPOSITING
VECTOR-BASED ANIMATION
GENERAL UI DESIGN &
FRONT-END DEVELOPMENT

CONTACT

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WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

DRIVE SOCIAL MEDIA/ST. LOUIS

- Creative collaboration on social media ad campaigns for up to 55 clients across a vast number of industries with a fast turnaround.
- Taking advantage of motion design to appeal to a wider audience and convey complex ideas easily.
- Branding updates, including logo redesigns, full brand guideline development, & establishing brand voice.
- Website and landing page redesigns optimized for SEO and online conversions using Duda.
- Print items, usually billboards and updated branding materials.
- Collaboration with the video team and copywriting department to create shot lists and storyboards for future ad campaigns.
- Teaming up with the analytics department to ensure that the creative team makes decisions backed by data.

PACKAGE DESIGNER

CEPIA LLC/ST. LOUIS

- Created kid-friendly branding & package designs for a plethora of toy brands.
- Combined playful storytelling with innovative package design to market to both kids and their parents.
- Communicated with global China office on all print-related matters, including maintaining deadlines and managing art files.
- Used illustration skills to create truly unique branding.