

Leslie W. Temple

Creative, independent and detail-oriented UI/Visual Designer with extensive experience in user interface design, visual concepts and branding guidelines. Highly skilled using Adobe Creative Suite. Passionate about collaborating with a dedicated team to problem solve and create the best possible end design.

UI & Digital Designer/Art Director

LWTCreative, Blowing Rock, NC (10/09-present)

- Create dynamic visual design for website/apps including landing pages, banner graphics, icon design, and mockups for web. Establish UI and UX. Research client brands for best creative end-product.
- Adhere to brand guidelines in design of all creative across mediums including website, digital, social media, email, and other marketing collateral for various clients while meeting deadlines and staying within client budget.
- Create layout and design for print media including advertising, corporate identity, marketing collateral, annual reports, billboards, invitations, trade show pieces, logos and special projects.

Visual Designer, Boatgirl (5/17-5/20)

- Envisioned and created lifestyle brand for Made in USA custom-designed bags.
- Developed and executed all graphic design, website, photography, social media campaigns, electronic newsletter and collateral.
- Created product design and prototypes, sourced materials and oversaw production of bags.
- Represented brand at trade shows, delivered customer service, and worked with manufacturers and vendors.

Visual Designer, Appalachian State University (8/19-8/20 Contract)

- Collaborated with marketing team to enhance ASU's Career Development Center brand. Created print and digital campaigns for collateral, brand identity and social media.
- Designed banners/graphics for website, social media and cross-campus communication to faculty, staff and students.
- Photographed career events/fairs for use in marketing pieces.

Web Designer, Appalachian State University (8/15-9/16 Contract)

- Created and edited departmental websites using Drupal software.
- Navigated across departments to determine site navigation/content.

Art Director, G&T Communications, Boone, NC (7/04-10/09)

- Produced original designs from concept to finished piece for annual reports, brochures, advertising campaigns, member handbooks and other collateral, billboards, logos and newsletters.
- Worked closely on budgets/timelines with printers/photographers.
- Developed visual design for client websites.

Graphic Designer, Blue Cross and Blue Shield of North Carolina,

- Graphic Designer for in-house creative service department.

Graphic Designer, Hirshorn Zuckerman Design Group,

- Graphic Designer for Washington, DC based agency.

CONTACT

lesliewtemple@gmail.com
828.729.8630
Blowing Rock, NC
www.lesliewtemple.com

**Portfolio online at
www.lesliewtemple.com**

STRENGTHS

- Expertise in problem-solving to reach a creative, high quality end-design with minimal guidance.
- Collaborative team member who implements creative solutions
- Ability to create fresh, clean visuals using research, technology and my design background
- Efficient in time management, organization and meeting deadlines

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Adobe Portfolio
Asana
Bannersnack
Html
Invision
Mailchimp
Microsoft Word
Microsoft Powerpoint
SquareSpace
Shopify
Social Media
Wordpress

EDUCATION

Career Foundry
UI Immersion Course
April 2021

University of Georgia
Athens, Georgia
Bachelor of Fine Arts