

LEESANDRA GRAF

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leesandragraf.com

EXPERIENCE

Pendulum Therapeutics, Austin, TX (Remote)

Art Director, July 2021—present

Senior Digital Designer, December 2020—June 2021

Continuously elevate the overall aesthetic of the brand. Concept, design, and produce engaging content across a range of projects and touchpoints, including site, email, social, video, print and packaging. Work with Ecomm and Growth partners to iterate on designs informed by user research, ad results, and other success metrics. Art direct photo shoots for products, including sourcing photographers, shot list development, casting, on set direction and post production.

Freelance, Austin, TX

Designer, September 2019—December 2020

Supported and balanced creative needs for four clients on a regular basis, on both the marketing and product side. Designed and developed marketing and transactional emails, social media assets, landing pages and marketing collateral according to each brand's aesthetic and tone. On the product side, defined and designed the user experience of a consumer portal.

Helix, San Francisco, CA

Designer, August 2018—August 2019

Lead marketing designer for Helix, a personal genomics company. Working collaboratively with marketing leadership, I elevated and evolved the brand through campaign guidelines and photography art direction. Executed on landing pages, UI design, email marketing and event collateral in order to answer the strategic business needs while telling a cohesive story.

AKQA, San Francisco, CA

Art Director July 2017—August 2018

Designer, July 2016—July 2017

Digital designer and art director for marketing communications across several clients, including Audi, Caterpillar, Apple and Genentech. Tasks have included everything from big ideas and pitch decks to the nitty gritty details on sites and banners. Working closely with client partners and strategists to go above and beyond answering the marketing briefs.

Bare Escentuals Beauty, Inc., San Francisco, CA

Digital designer, March 2016—June 2016

Designer on the digital team for bareMinerals and Buxom brands under Bare Escentuals, Inc. Concepting and designing creative solutions for email marketing and website merchandising needs. Delivering pixel perfect files and clean layouts in order to showcase our products that make a positive difference in women's lives.

Shutterfly, Inc., Redwood City, CA

Designer, June 2011—February 2016

Lead designer for Shutterfly's digital storefront, updating the website for each drive time, to delight and inspire our customers to tell their story through Shutterfly's products. Spearheading the marketing and design for a new app geared towards millennials, including developing personas, manifesto, logo, in-app design, and packaging. Concepting and art directing photography for on-site merchandising needs. Further developing the existing brand guidelines to best answer the seasonal business needs in order to connect with our customers.

EDUCATION

Washington University in St. Louis

Sam Fox School of Design & Visual Arts

BFA 2009, Major in Communication Design

Dean's List Spring 2006, 2007, & 2009

SKILLS

Proficient in Adobe Creative Suite, Figma, Sketch, Microsoft Office

Experience with book binding, letterpress printing, b&w photography, printmaking, iMovie, Flash, CAD, Dreamweaver, HTML & CSS