

LEESANDRA GRAF

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EXPERIENCE

Helix, San Francisco, CA

Designer, August 2018—present

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

Designer, Art Director July 2016—August 2018

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.

Betabrand, San Francisco, CA

Designer, January 2010—June 2011

Worked as the only in-house graphic designer for the innovative, online-only clothing company. Developed a framework through which the story behind the products could be told. Merchandised each weekly product release to speak to the quirky audience that Betabrand's "other-way" thinking attracts. Assisted in product photography, clothing production, and customer service.

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

Study Abroad Program in Florence, Italy — courses in Studio Art, Renaissance Art History, and Italian

SKILLS

Proficient in Adobe Creative Suite, Microsoft Office

Experience with art direction, book binding, letterpress printing, b&w

photography, printmaking, iMovie, Flash, CAD, Dreamweaver, HTML & CSS

Conversational Spanish and Italian

ACTIVITIES

Project M, participant June 2010

AIGA, member 2009—present