

LORNA LEIGHTON

www.flytedesign.net www.smallsitesbk.com

ART DIRECTION + DESIGN + ILLUSTRATION

EXPERIENCE:

Art Director, Designer, Illustrator | 1998 - Present | flytedesign | Brooklyn, NY

Clients include: Cami Music, IMG Artists, Showzaço, Dana Fuchs, White Collar Crime, Mind the Music, Mariana Viana, Karma Massage, Jessica Tate, Decca Label Group, Blue Note Records and others

Real Estate clients: Chapoteau Real Estate; Adam Ross Realty; the Mazurek Thomas Team, the Denver Butson Team, Lynn Tesser (Real Estate Brokers at Douglas Elliman Real Estate); Aashna Living and others

Senior Designer | January, 2016 - October, 2018 | Douglas Elliman Real Estate | Brooklyn, NY

Design and art direction of projects for Douglas Elliman's Brooklyn agents: brochures, flyers, postcards, blasts, evites, e-newsletters, posters and outdoor signage

Art Director | 1998 - 2014 | Universal Republic Records | New York, NY

Art direction and design of CD packaging and ad campaigns for Universal Republic and Motown Records

EDUCATION:

Mural Arts Philadelphia | Mural Course for Artists | 2015

School of Visual Arts | New York, NY | MFA in Illustration | 1998

University of California | Berkeley, CA | BS in Political Economics | 1990

SKILLS:

- Typography and design (color, composition, layout)
- Packaging, Advertising, Merchandising, Logos, Identity, Web design (with Squarespace and WIX)
- Drawing and painting
- Illustration: pen & ink, pencil, charcoal, bringing files into Photoshop & Illustrator to clean up and color
- Experience in project management direction of photoshoots, acquisition of images
- Excellent oral and written communication skills
- Illustration, photo editing, color proofing, professional retouching
- Languages: Portuguese, Spanish and French

COMPUTER SKILLS:

- Adobe CS: Photoshop, Illustrator, In-Design, Acrobat
- Mailchimp, Dreamweaver, HTML, MS Office (Word, Powerpoint and Excel), Keynote
- Ipad: ArtstudioPro

DESIGN PROFILE:

- Portfolio includes: product packaging, web and print advertising, magazine layouts, merchandising (brochures, booklets, flyers, postcards, blasts, posters, merchandising, billboards and outdoor signage)
- Adept at problem solving and working effectively with diverse audience
- Mentored students interns and junior staff
- Web design using Squarespace, WIX and Weebly. *Recent sites:* <http://www.johnmazurekactor.com/>, <https://karmamassagenyc.com>, <https://www.184maplestreet.com>, <https://www.chapoteaurealestate.com>

SELECT HIGHLIGHTS:

- Flyer/poster designs for CAMI Music annual campaigns | 2012-present
- Advertising designs for MOMIX Dance Group seasonal campaigns | 2016 - 2018
- Juror for Creative Packaging awards for the A2iM Libera Awards | 2012-2019
- Design and art direction of Douglas Elliman's Williamsburg Gastronomy Guide | October 2016
- Illustrations for Companhia de Ballet de Niterói's ballet "Joana dos Barcos" | December 2015
- Illustrated a 50-title classical music series for Decca Label Group and a Cuban jazz series for Blue Note
- Design of Lincoln Center Commemorative Program for 'Lord of the Ring' Trilogy In Concert | 2015