

Alana Leshno

Art Direction & Design

email alana@alanaleshno.com portfolio alanaleshno.com

EXPERIENCE

- 9/10 - Present **Freelance Web Designer**
- Harvard Medical School Aesculapian Club
 - Lost in Shangri-La by Mitchell Zuckoff
- 9/10 - 5/11 **Graphic Design / Marketing Assistant**
BU Executive Leadership Center
- Decluttered and simplified organization and design of brochures, email banners and invitations
 - Improved the visual appearance of the brand to attract new program participants
 - Provided solutions for various software issues
- 9/10 - 5/11 **Design Assistant**
BU Publications
- Designed print materials, researched imagery, and updated websites using Wordpress
- 2/10 - 4/10 **Intern**
Petrol Digital Media
- Designed and produced a website for Emerald Stweet
 - Designed a website for Petrol Digital Media's sister corporation, Zinc Digital Media
- 9/09 - 12/09 **Web Assistant**
BU Interactive Design (New Media)
- Maintained and updated websites using Wordpress
 - Assisted with executing concepts to web pages and helped create mock-ups for designs
- 1/09 - 12/09 **Web Assistant**
Bostonia Magazine
- Used HTML, CSS, Dreamweaver, and Photoshop to archive the publication online
 - Applied visual design principles to crop, resize, save, and post images to web pages
- 5/09 - 7/09 **Creative Intern**
Fuseideas Advertising Agency
- Designed, produced, and edited advertisements, websites, one sheets, direct mail, and slideshows
 - Designed websites for clients: Beacon Consulting Group and UCG Marketing

EDUCATION

- May 2011
Boston, MA **Boston University**
BS Communication
Magna Cum Laude
- Concentration: Advertising
Minor: Psychology

ACTIVITIES

- 9/09 - 5/11
Boston, MA **Interactive Supervisor**
Boston University AdLab
promoted from: Interactive Designer
- Oversaw the digital and web components for the student run advertising agency
 - Produced websites for Central Talent Booking & JoJo's Dreamcart
 - Won the Creative Shootout for Best Web Banner for the Chipotle Mexican Grill food chain
- 9/08 - 5/11
Boston, MA **Group Creative Director & Interactive Director**
Boston University AdClub
- Attracted new members and clients by redesigning the AdClub website
 - Improved efficiency by coding the website in Wordpress
 - Oversaw and led creative design and production of advertising campaigns for the student run advertising agency

SKILLS

- Mac & PC
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Flash
- Microsoft Office
- iMovie
- Garageband
- HTML/XHTML
- CSS
- JavaScript
- Wordpress
- FTP
- Photography