

# Leslie Weinberg

## Creative Director/Graphic Designer

With nearly 25 years of professional experience in design, marketing, and social psychology, I am uniquely qualified to create meaningful, purposeful visual communications that drive business success. My creative - yet conceptual and analytical- thinking helps me develop and produce successful brand imagery, marketing assets, and creative direction that effectively and consistently represents the brands and connects them to their markets.

## EXPERIENCE

### GRAPHIC DESIGNER / ART DIRECTOR

*Water Wings Swim Schools (MMLS Holdings, LLC.)*

JAN 2017 - PRESENT, , AGOURA HILLS, CA

Water Wings Swim School started as a "Mom & Pop" local school, and has grown into a leading chain of schools in western United States. I was brought on to create the Water Wings Brand personality and visual identity. Collaborating directly with the CEO, I created a comprehensive brand identity system, including the brand identity guidelines, logo, mascot, level characters, style guide, and asset and template library. I am responsible for creating, refining, and maintaining brand design across all projects, locations, and campaigns. From concept to production, I create all marketing materials, environmental displays, shop design, digital assets, web and UI design, social media posts, e-blasts, signage, and other advertising and promotional materials that satisfy Water Wing's business goals and objectives.

### GRAPHIC DESIGNER / ART DIRECTOR

*KreAsian Kitchen Restaurants (MMLS Holdings, LLC.)*

JAN 2017 - PRESENT, AGOURA HILLS, CA

KreAsian was a start-up restaurant that has since grown into a chain in the San Fernando and Conejo Valleys. My responsibility has been to create a catchy brand identity and personality that fits this unique, free-thinking, healthy, and open-minded take on a "Subway"-style sushi bar. I have created the identity system including the brand identity guidelines, logo, slogans/messaging, style guide, and asset and template library. From conception to completion, I have designed a unified shop design that distinguishes the KreAsian restaurants; menus and menu boards, promotional materials, environmental displays, digital assets, web and UI design, social media posts, e-blasts, signage, and advertisement.

### GRAPHIC DESIGNER

*Skinny Ms., LLC.*

SEPT 2015 - PRESENT, NEW YORK, NY

Skinny Ms. (skinnym.com) promotes healthy living through a combination of clean eating and regular exercise and provides plans, recipes, workouts, and other resource to ensure success. I am responsible

## PORTFOLIO:

[Imuxdesign.com](http://Imuxdesign.com)

(310) 463-3920

[leslie@Imuxdesign.com](mailto:leslie@Imuxdesign.com)

802 North Valley Drive  
Westlake Village, CA 91362

## SKILLS

Creative Direction  
Marketing Communications  
Branding & Identity Design  
Campaign Management  
Market Analysis & Strategy  
Large-Scale/Display Graphics  
Illustration  
Infographics  
Print & Digital Media  
Web, UI, & Social Media  
Advertisement  
Package Design

## TECHNICAL SKILLS

Adobe Creative Cloud  
Illustrator  
Photoshop  
InDesign  
Wordpress  
Microsoft Office  
HTML & CSS

for designing UI and digital assets, book covers, social media posters and banners, and infographics.

## CREATIVE DIRECTOR/SENIOR GRAPHIC DESIGNER *LMUX Design*

DECEMBER 2004 - SEPTEMBER 2015, ENCINO, CA

Provide full-service graphic design services to a variety of small to medium sized businesses. I work with both BTB and BTC clients, mostly in the application development in a wide range of industries. Services primarily include web/mobile interface design, online advertising, logos, identity systems, and illustration. Most of my clients have worked with me long-term on multiple projects and have been referred via word of mouth.

## MARKETING DIRECTOR, GRAPHIC DESIGNER

### Temple Judea

April 2007 - June 2010, TARZANA, CA

Responsible for oversight and implementation of key communication to many groups of internal and external stakeholders, clergy/staff, board members/lay leaders, the 1500+ temple members and the community at large. This includes all public and media relations, brand management and streamlining messaging; designing and editing the 30-page bi-monthly newsletter; website design and ongoing posting (visit [www.templejudea.com](http://www.templejudea.com)); graphic designer and copywriter of all advertisements, brochures, logos, newsletters, posters, presentations, stationery, and email campaigns.

## MARKETING DIRECTOR, PUBLIC SECTOR *CSC - Covansys Corporation*

APRIL 1997 - AUGUST 2004, FARMINGTON HILLS, MI

Reporting to Chief Executive Management, led all marketing efforts for Covansys largest IT Practice serving Public Sector (earning 45 percent of Covansys' total est. \$950 million revenue from 2002-Q2, 2004). Led communications and branding programs that resulted in leadership recognition in State and Local Government IT throughout the U.S. and won multiple high-profile industry awards.

## MARKETING DIRECTOR *Automated Data Sciences (ADS)*

SEPT 1998 - APRIL 1999, SANTA MONICA, CA

## SPECIAL PROJECTS DIRECTOR *City of Inglewood/SBPIC*

JAN 1996 - 1998, INGLEWOOD, CA

## EDUCATION

M.S.W., SOCIAL WELFARE

*University of Southern California, Los Angeles, CA*  
SEPT 1993 - MAY 1995

B.A. FINE ART

B.A. PSYCHOLOGY

*Pitzer College, Claremont Colleges, Claremont, CA*  
SEPT 1989 - JUNE 1993

*Awarded Highest Honors and published research*

A.A. VISUAL COMMUNICATION & GRAPHIC DESIGN  
*Sessions.edu, New York, NY*  
AUG 2004 - APRIL 2005

CERTIFICATE, WEB DESIGN

*OSIB, Lancaster, CA*

Sept 2004 - Jan 2005