



Laina Leckie

designer | educator | mentor | artist



Goal

To further enhance both my personal design skills and those of my students through exploration, creation and implementation of relevant, meaningful, cutting-edge curriculum

Skills

- Ability to partner with clients to help clearly develop and define goals then execute unique and exciting design solutions aligned with objectives
- Expertise in latest design software and technologies including: Adobe Creative Cloud, UI design and prototyping tools, and HTML/CSS coding
- Facilitator in bringing out the talent within students—teaching them the necessary skills, helping them realize their full creative potential, and empowering them with the confidence to succeed in their personal and professional lives
- Extended curriculum experience, including departmental development of course syllabi and student assessment, at multiple higher education institutions
- Exceptional organizational and presentation skills

Teaching Experience

Adjunct Professor, School of Visual Arts, NYC 1992-Present
Bergen Community College, Paramus, NJ 2010-Present
Ramapo College of NJ, Mahwah, NJ 2015-Present

Teaches undergraduate and continuing education courses in Graphic Design and Computer Art Departments using synchronous, asynchronous or hybrid delivery methods (classes are highly sought after due to positive recommendations by students and Chairpersons):

- Explores fundamental and advanced print and UX/UI design, interactive media, typography, portfolio creation/presentation, and computer skills needed to create professional artwork
- Challenges students in an engaging, supportive classroom atmosphere, working with each student to help them develop their creative process, unique style, and portfolio
- Offers real-world corporate examples

Consultant, School of Visual Arts, NYC 2020-2021
Spearheaded a collaborative colleague approach to developing the curriculum for a reimagined interactive design course required of all sophomore year students

Graphic Design Experience

Solopreneur 1995-Present
Award-winning, versatile graphic designer, well-versed in the latest design software and technologies. Creates websites, packaging, identity kits, pitch decks, brochures, billboards, CD covers, email templates, and invitations for clients.

Pearson Education/Prentice Hall/Simon & Schuster, White Plains, NY & Upper Saddle River, NJ 1995-2012

- Designed and created digital and print advertising pieces to promote textbooks and online support including brochures, catalogs, posters, and special promotional pieces
- Designed textbook covers

Bulova, New York, NY 2000-2007

- Designed all national and international ad campaigns for Accutron, Bulova's premier brand including: magazine and newspaper ads, catalogs, billboards, posters, brochures, and special promotional pieces for retailers; resulted in increased product sales
- Designed marketing materials for Bulova's other product lines: Harley Davidson, Smithsonian, Frank Lloyd Wright Collection, 14 Karat Gold Collection, and Clock Collection
- Redesigned logo, packaging, and identity kits for Bulova brand, Accutron, and Wittnauer

Challenge Printing Company, Wallington, NJ 1987-1995
Director, Computer Graphic Art/Prepress Operations 1991-1995

- Upgraded art department by researching, purchasing, installing, and training personnel on latest technology for art production from layout to press-ready plates

VP Operations 1989-1991

- Managed operations of 7 departments with 30 people

Art Director 1987-1988

- Created, organized, and managed new in-house art department

Education

School of Visual Arts, MFA Computer Art, 1992
Montclair State College, BA Graphic Design, summa cum laude, 1987
County College of Morris, AA Communications: Broadcasting, Honors, 1984