



Laina Leckie

designer | educator | mentor | artist

## Goal

To create striking work that resonates in the hearts and minds of the target audience and increases profitability. Develop a creative working relationship with clients, bringing creative energy and commitment to every project.

## 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, Adobe Digital Publishing Suite, QuarkXpress, and font management programs
- Current in cutting edge applications of software that include: creating interactive iPad apps, animating for the web, HTML/CSS coding, and more
- Exceptional organizational and presentation skills

## Teaching Experience

*Adjunct Professor, School of Visual Arts,  
New York, NY* 1992-Present

*Adjunct Professor, Bergen Community College,  
Paramus, NJ* 2010-Present

Teaches undergraduate and continuing education courses in the Graphic Design and Computer Art Departments (classes are highly sought after due to positive recommendations by students and Chairpersons)

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

## 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, 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* 1987-1989

- 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