



LAINA D LECKIE

GOAL

To help others realize their full creative potential in their personal and professional lives by using my creative thinking and artistic abilities developed through years of teaching, design, and business experience

SKILLS

- Helps students and clients clearly define and achieve their creative goals
- Inspires others to discover and develop their creative process and identity
- Teaches students the necessary skills to become effective graphic designers with real-world technical savvy
- Presents ideas with exceptional organization and interpersonal skills so that both students and clients feel comfortable and confident
- Brainstorms and finds unique and exciting design solutions to clients' marketing problems
- Actively builds upon existing comprehensive knowledge of computer applications with cutting-edge techniques

EXPERIENCE

Adjunct Professor, School of Visual Arts, NYC 1992-Present

- Teaches undergraduate and continuing education courses in the Graphic Design and Computer Art departments; classes explore fundamental and advanced design, typography, and/or computer skills needed to create quality artwork
- Teaches classes that are highly sought after due to positive recommendations by students and chairpersons
- Gives assignments and works with each student to help them develop their own individual brand to present to the professional design world
- Evaluates and provides feedback to students' work at the end-of-the-year Sophomore Portfolio Review
- Computer expertise includes (but is not limited to) all Adobe CS4 Suite applications, QuarkXPress 6.5, Extensis Suitcase Fusion

Graphic Design Solopreneur, Eldyelle Design, NY/NJ 1995-Present

Bulova, NY, NY 2000-2007

- Designed all national and international ad campaigns for Accutron, Bulova's premier brand, for 7 years including national magazine and newspaper advertising, catalogs, billboards, posters, brochures, and special promotional pieces for retailers; resulted in an increase in Accutron product line sales
- Designed national advertising pieces for Bulova's other product lines: Harley Davidson, Smithsonian, Frank Lloyd Wright Collection, 14 Karat Gold Collection and Clock Collection
- Redesigned logos and identity kits for Accutron and Wittnauer brands; assisted in redesigning identity kit for Bulova brand and packaging for Bulova and Accutron brands

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

- Designs and creates illustrations for advertising pieces such as brochures, catalogs, posters, and special promotional pieces for various departments to promote textbooks and online support: Career & Technology, Business Publishing, & ESL
- Designs textbook covers

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Smaller Enterprises 1995-Present

- Designs artwork for projects for various individuals and small businesses such as billboards, CD covers, dinnerware packaging, identity kits, brochures, invitations, and websites

Co-Founder & Facilitator, RIVA (Realizing our Inner Vision through Art) Workshops, Nyack, NY 2007-Present

- Co-designs and co-facilitates creativity workshops for women
- Focuses on creating an environment to support women's discovery of inner truths/expression through SoulCollage, altered art, painting, drawing, journaling, and group discussion

Challenge Printing Company, Wallington, NJ 1987-1995

Director, Computer Graphic Art/Prepress Operations 1991-1995

- Developed position to concentrate on critical prepress areas of this pharmaceutical printing company
- Upgraded art department by researching, purchasing, installing, and training personnel on all of the newest technology for art production from layout to press-ready plates
- Consulted several pharmaceutical companies on their installation of in-house computer art departments: equipment, procedures, and personnel training

VP Operations 1989-1991

- Promoted to manager of production—7 departments, 30 people
- Implemented complete scheduling system, restructuring production and customer service departments with new job descriptions and work flow procedures

Art Director 1987-1988

- Created, organized and managed new in-house art department
- Developed department first with a dedicated electronic prepress system then with Macintoshes/peripherals, training employees on systems, planning workflow, and testing/researching new programs/equipment

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

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