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LESLIE MA



PROFESSIONAL EXPERIENCE

BEST BUY/FUTURE SHOP CHQ VANCOUVER, BC : 08/07 — PRESENT **SENIOR PRODUCTION LEAD**

Promotion from DTP to Senior Production Lead. Received recognition and praise for various projects due to effective communication, creative insight and respect for brand integrity. Created and maintained libraries and style guides. Coordinated team of 7+ members to meet weekly deadlines. Trained all new hires and seasonal staff.

DIGITAL MOTION EVENTS VANCOUVER, BC : 08/10— PRESENT **GRAPHIC DESIGNER**

Event promotional flyers for hip hop and drum and bass shows. Fast turn around with quality and style tailored to the target market. Met client needs with minimal revisions.

VIVID/PH1 PRODUCTIONS VANCOUVER, BC : 01/07 — 06/07 **GRAPHIC DESIGNER**

Designed graphic flyers for various events showcasing some of the largest names in the electronic music industry.

PLAZA NIGHT CLUB VANCOUVER, BC : 09/05 — 01/07 **GRAPHIC DESIGNER/PROMOTIONAL EVENTS DECORATOR**

Designed graphic flyers for web and print usage. Artistically coordinated and designed decorations for specialty club events.

DELINQUENCY APPAREL VANCOUVER, BC : 06/05 — PRESENT **ART DIRECTOR/VICE PRESIDENT**

Creatively guided marketing and design direction. Experience with screen printing and embroidery. Responsible for complete re-brand and all advertising materials including market research.

ION MAGAZINE VANCOUVER, BC : 04/04 — 01/10 **LEAD DESIGNER/PRODUCTION MANAGER**

Promotion from Contract Illustrator to Design Assistant to Lead Designer. Worked closely with Art Directors, Editors, etc. to produce a monthly magazine with nation-wide distribution. Ensured ads met prepress and print needs with direct contact with vendors. Trained new design interns.

EDUCATIONAL BACKGROUND

DESIGN ESSENTIALS MANAGEMENT CERTIFICATE BCIT & EMILY CARR VANCOUVER, BC : 09/05 — 09/06

Topics covered: Creative Process, Applied Art, Typography, Brand Identity, Package Design, Corporate Communications, Editorial Design, Project Management, New Media and Prepress