

LORNA LEIGHTON

73 Hanson Place, Apt. 2, Brooklyn, NY 11217 c: 718.503.2979 e: lorna@flytedesign.com

ART DIRECTION + DESIGN + ILLUSTRATION

Portfolios on www.flytedesign.com & www.behance.net/flytedesign

EXPERIENCE:

Senior Designer | January, 2016—Present | Douglas Elliman Real Estate | Brooklyn, NY

Design and art direction of projects for Douglas Elliman's Brooklyn agents: brochures, flyers, postcards, eblasts, evites, e-newsletters, weebly websites and outdoor signage

Art Director, Designer, Illustrator | 1998—Present | flytedesign | Brooklyn, NY

Clients include: Cami Music, Tombowler Inc., A2iM, WWE, Sony Music Group, gloo design, AFAR media, Labshul, Motéma Records, Bandzoogle, Decca Label Group, Blue Note Records, and others

Art Director | 1998—2014 | Universal Republic Records | New York, NY

Project management, art direction and design at Universal Republic and Universal Motown Records.

SKILLS:

- Typography and design (color, composition, layout)
- Packaging, Advertising, Merchandising, Logos, Identity
- Experience in project management, direction of photoshoots, acquisition of rights managed/royalty free images
- Excellent oral and written communication skills
- Illustration, photo editing, color proofing, professional retouching
- Knowledge of contemporary artists, photographers, designers and illustrators
- Languages: Portuguese, Spanish and French

COMPUTER SKILLS:

- CS6 and CS Cloud: Photoshop, Illustrator, In-Design, Acrobat
- Dreamweaver, MS Office: Word and Excel, Mailchimp, Keynote,

EDUCATION:

School of Visual Arts | New York, NY | MFA in Illustration

University of California | Berkeley, CA | BS in Political Economics

DESIGN PROFILE:

- Portfolio includes: web and print advertising, merchandising (brochures, booklets, flyers, postcards, blasts, social media banners, posters, merchandising, billboards and outdoor signage)
- Adept at problem solving and working effectively with diverse audience
- Mentored students interns and junior staff
- Successfully served as a bridge between artist management and marketing departments in order to guide creative direction for multiple simultaneous design projects.

SELECT HIGHLIGHTS:

- Design and art direction of Douglas Elliman's Williamsburg Gastronomy Guide | October 2016
- Illustrations for Companhia de Ballet de Niterói's upcoming ballet "Joana dos Barcos" | December 2015
- Illustrated a 50-title classical music series for Decca Label Group and a Cuban jazz series for Blue Note.
- Art direction and design of Commemorative Program for Lord of the Ring Trilogy In Concert Lincoln Center | March 2015
- Juror in the selection of nominees for Creative Packaging awards for the A2iM Libera Awards | 2012-2016 (A2iM is the American Association of Independent Music)
- Delegate of A2iM's 2nd Brazil Trade Mission subsidized by the U.S. Commerce ITA export support program to Rio Music Buzz | September 2014
- Design of Grammy advertising campaign for Universal Republic Records which ran nationally in Hits and Billboard magazines | Fall 2013
- Art direction and design for over 40 campaigns for chart-topping artists.