

LeAnne M.E. Wilson

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www.capitaladesign.com

web design

client consultation
site architecture and planning
comprehensives
site design
graphics optimization
banner advertisements
html, css development

graphic design

image editing
corporate identity packages
brochures
business cards
letterhead
advertisements
newsletters
invitations

writing & editing

proposals
creative briefs
press releases
software documentation
brochures

EXPERIENCE

FREELANCE GRAPHIC DESIGNER.

Capital A Design, sole proprietorship.

Provide both print and web-focused design solutions for clients. Clients and projects include:

Julie Afflerbaugh Photography. April 2007 — July 2007.
Redesign of corporate identity; integration into print business system.

University of Delaware Department of Individual and Family Studies. October 2006 — March 2007.
Redesign of web site.

Nexgen Communications. August 2005 — December 2005.
Corporate identity creation. Website design and development.

ART DIRECTOR.

Fry Multimedia. Bellevue, Washington.
September 2000 — November 2001.

Generated concepts and designs, from mood boards to final comprehensives, based upon assessment of audience and marketplace required to produce client web sites. Communicated proposed and finished concepts through presentations and creative briefs to client and internal departments. Strategized with client to more accurately leverage their brand for the Internet. Coordinated with a team of technologists to ensure quality and on-time delivery.

LEAD DESIGNER.

Verio Interactive. Columbia, Maryland/Sammamish, Washington.
May 1998 — August 2000.

Managed team of East and West Coast designers. Served as Senior Design Consultant for consulting engagements; compiled report based upon marketplace research and client interviews. Consulted with clients to determine web site needs; developed creative brief and graphical interactive solution, from concept to web-ready final product. Created site architecture, page design and layout, site-wide graphic elements and provide complete html/dhtml development. Coordinated with senior programmers and project managers to ensure proposed visual solutions would merge successfully with backend development and result in a refined, quality site.

DIRECTOR OF COMMUNICATIONS.

CHPS Consulting/Center for Health Policy Studies. Columbia, Maryland.
August 1995 — May 1998.

Enhanced internal and external communications and generated market awareness of the firm through design and development, from concept to final product, of print and web-based promotional and informational materials.

TECHNICAL

Macintosh and PC Proficient

HTML, Adobe Photoshop CS2, Adobe Illustrator CS2, Macromedia Fireworks, Macromedia Dreamweaver, Adobe Acrobat 7.0 Professional, Adobe GoLive/ImageReady CS2, Adobe InDesign CS2, Adobe Pagemaker 6.5, Microsoft Office.

EDUCATION

Master of Arts in Publications Design, Principal Program.

University of Baltimore. May 1998.

Graduate program which integrates conceptual thinking, writing and graphic design in the exploration of new modes of visual and verbal communication.

Honors Bachelor of Arts in English, Concentration in Journalism.

University of Delaware. May 1995.

Summa Cum Laude. Phi Beta Kappa.

Senior Thesis: The role of design on the front pages of American newspapers.