



# KELLY-ANNE LEYMAN DESIGN

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<http://www.kellyannedesign.com>

## HIGHLIGHTS

- Extensive knowledge of Macintosh operating systems and utilizing the following software in the generation of innovative design and layout: Quark Xpress, Photoshop and Illustrator, Dreamweaver
- Designed several feature articles for many publications that enhanced the overall appearance of the magazines.
- Created several promotional designs to increase company revenue.
- Award-winning design in permanent portfolio of *The Art Institute of Philadelphia*.
- Successfully completed all projects before publication deadline.

## EDUCATION

1994

### **The Art Institute of Philadelphia: Philadelphia, PA**

Associate Degree in Specialized Technology; Visual Communications

## EXPERIENCE

7/02-present

### **Kelly-Anne Leyman Design: Philadelphia, PA**

Clients include:

**American Solutions for Business, Chapter 24, The Devereux Foundation, Emmi & Emmi, PC, Herb Scott's Catering, Main Street Restaurants, Work Flow, Inc.**

5/97-7/02

### **MetroCorp Custom Publishing, a division of Philadelphia Magazine: Philadelphia, PA**

*Assistant Art Director*

Designed several feature articles and completed photo research for the following publications:

- New England Travel & Life Magazine
- Mid-Atlantic Travel Magazine
- Philadelphia Magazine's Elegant Wedding Magazine
- Boston Magazine's Elegant Wedding Magazine
- 1998 Decorator's Showhouse Magazine
- Philadelphia Magazine's 1999 Guide to Good Health Magazine
- Philadelphia The Official Delegate & Media Guide for the 2000 Republican National Convention
- Philadelphia Convention Visitors Bureau Publications: Official Visitors Guide, Meeting Planners Guide, Destination Planners Guide

Developed tracking system for pages sent to prepress, pages with corrections and artwork returns resulting in increased organization and productivity. Implemented an archival system of all high and low resolution photographs to increase speed and efficiency sending pages to prepress house.

5/95-5/97

### **American Society of Educators: Philadelphia, PA**

*Production Director*

Plan, direct and coordinate all promotional and subscription mailings to ensure that they are in accordance with schedule and budget. Formulate layout and design concept, select and secure suitable illustrative materials, and conceive and delegate production of material to artists. Interfaced with sales to design advertising for clients.

5/94-5/95

### **American Society of Educators, American Theater Arts For Youth: Philadelphia, PA**

*Assistant to the Vice President Print Production*

Designed several advertisements for *What's New* magazine as well as the various sections of *Media & Methods* Magazine. Completed mechanicals for a one million piece multiple version promotional mailing for *American Family Theater* and *American Theater Arts for Youth*.

*Assistant Art Director*

Completed paste-ups, sizing and cropping of all photographs for each issue of *Media & Methods*.

## PORTFOLIO

Available upon request.