

Heather Leslie

Professional Summary:

- Portfolio: <https://haleslie.carbonmade.com/>
- Skilled production planner with strong problem-solving abilities; focused, efficient, and creative.
- Exceptional communication, confident navigating project timelines and building relationships within internal and external teams.
- Natural team leader, easy going, comfortable with the creative process and possess common sense of urgency.
- Proven record of success in creating marketing materials within diverse industries for over 20 years, including print and digital communications.

Professional Experience:

Combined experience at Apple, Inc.

02/2012 - Present

Production Manager, Graphic Production

01/2017 – Present

Hogarth Worldwide

Sunnyvale, CA

- Focusing on regular and timely delivery of image assets for the development of all apple.com digital platforms using project management tools and methodologies.
- Organize team of 16 graphic artists and leads; facilitating working meetings, manage and communicate risks. Create visibility and confidence in project delivery timelines.
- Create a working environment where the team can be focused, efficient, and creative including fostering relationships with other teams within Marcom for high-levels of quality from the team. Set standards for production workflow efficiency to be shared between internal teams and vendors.
- Create documentation of production workflow for education of all teams that work with our department.
- Participate in creative reviews, html reviews and hindsights for multiple projects during a launch.
- Interview new candidates, create and implement training of newer team members.

Senior Lead, Graphic Production

02/2015 – 01/2017

Apple, Inc.

Sunnyvale, CA

- Lead graphic production projects, sharing responsibility with 8 other leads and 30 artists, facilitate working meetings. Create visibility and confidence in project delivery timelines. Manage multiple projects within Quarters.
- Set standards for production workflow efficiency to be shared between internal teams and vendors.
- Attend all creative and technical meetings pertaining to projects, communicate and manage risks, work closely with Designers, Developers, Program Managers, and Producers.
- Review final webpages and Direct Marketing emails with an exacting eye, ensuring that graphics and layouts are flawless.
- Interview new candidates, create and implement training of newer team members.

- Senior Artist, Graphic Production** 02/2012 – 02/2015
Level Studios Sunnyvale, CA
- Handle day-to-day requests to update product imagery and UI elements in Photoshop comps, output web graphic with workflows using slices, smart objects, and PS action scripts for Apple.com, Apple Online Store, Apple App Store and direct email marketing. Photoshop expertise, particularly setting up files for web production and adhering to graphic design standards.
 - Track and check in web graphics using a version control system. Receive and complete tasks in bug tracking system.
 - Update and review all final webpages and direct marketing emails with an exacting eye, ensuring that graphics and layouts are flawless and pixel perfect. Work closely with Designers, Developers, Program Managers, and Producers.
 - Assist in assessment of newer team members and perform one-on-one training for new employees.
- Web designer and developer** 2008 – 2013
Self Employed
- **Gavita Flora** – Website design and development
 - **Locavore Restaurant** - Website design and development
 - **Rovi** - Assisted in the redesign of the corporate site including wire-frame designs and coding site templates
 - **G2 Design and Direct** - Create design and layout for presentation materials
 - **Union Street Glass** - Created direct marketing print ad and emails
 - **Turner Construction** - Designed marketing presentations and promotional materials.
- Web Developer** 06/2010 – 07/2011
Tri-Valley Internet Pleasanton, CA
- Maintained multiple client sites on daily basis
 - Articulated client ideals into custom HTML/CSS or PHP for dynamic websites.
- Graphic Production** 04/2009 – 03/2010
Design Account Manager 01/2005 – 03/2006
Bentley Publishing Group Walnut Creek, CA
- Facilitated image production for the preparation and printing of small to large format limited edition lithographs.
 - Maintained client art release websites and executed direct marketing emails.
 - Participated in trade shows and handled various customer service accounts.
- Graphic Designer** 01/2008 – 04/2008
Sales Coordinator 05/2006 – 01/2008
Corgi International/Master Replicas, Inc. Walnut Creek, CA
- Participated in trade shows and handled various customer service accounts.
 - Created retail marketing materials for brick and mortar clients and distribution magazines. Small packaging image production and layout.
 - Assisted in creation of company wide style guide for several brands of the organization.

Technical Summary:

- Technical proficiencies include; Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver), solid understanding of HTML/CSS, working knowledge of JavaScript/PHP, Wordpress, Notepad++; Terminal, Windows/Microsoft and Mac OS. Skilled with Subversion and Bug Tracking systems.

Education:

Silicon Valley College Pleasant Hill, CA Associate Degree in Graphic Design

Las Positas College Livermore, CA Advanced Photoshop

Diablo Valley College Pleasant Hill, CA General education, Early Childhood education