

Vie Leonard.

[VieLeonard.com](http://VieLeonard.com)

| [v@VieLeonard.com](mailto:v@VieLeonard.com)

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| [LinkedIn](#)

Graphic designer located in Minneapolis Minnesota.

## Education:

### University of Minnesota Duluth:

Bachelor of Arts, Graphic Design

December 2023

Minor, Arts in Media

December 2023

## Work experience:

### Print Production Associate.

February 2024 – Present

UPS Store, 1161 Wayzata Blvd, MN

## Technical skills:

Print design setup including: Mail Merging and variable data printing, Booklet layouts, Multi image impositions, Bleed and trim set up, business card layout, Preflight checks using adobe acrobat, Image reformatting and Fiery printing software.

Operating Rioche 5300 production printer and C5503 office printer.

Wide format printing using Canon Ipf4000,

Operating Finishing equipment: Hydraulic Guillotine cutter, Slide cutter, Foam core cutter, Foam core mounting, Coil binder, Large and small format laminators and

Knowledge of paper types, prices and uses.

## Soft Skills:

Communication: Working with a wide variety of clients with large variance in: budgets, print/design knowledge, target audience's and scale by providing options, design and information in order to help them achieve their goals and fits their needs.

Project management: keeping track of and prioritizing several print and design jobs at a time, working at a fast pace while maintaining quality.

**Industrial cook:** Lunds food holding facility, Eden Prairie MN

April 2019 – August 2023

## Software skills:

**Adobe Illustrator:** [Junction 432](#), [All about Murders](#), and [Verde Valley Song Dogs](#).

**Photoshop:** [Prague's Dogs](#), [Photo Editing](#), and [Astere Videre](#).

**After Effects:** [Family History](#), [Cryptid AR](#), and [Junction 432](#).

**InDesign:** [Strange Story](#), and [Astere Videre](#).

**Premiere:** [Ai Documentary^2](#).

**Figma:** [Cryptid AR](#).

As well as Blender, WordPress, Divi, Miro, AR, Mailchimp, Excel, and basic HTML and CSS.

## Projects

[Astere Videre](#): Brand manual design, layout design, logo design, typography, stationery design, environmental graphics, copywriting, poster design, and social media design. [Background](#): Market research, brand identity, prototyping, drafting, and mock-up creation

[All about Murders](#): Logo design, pattern design, poster design, podcast template design, and environmental graphics design

[Junction 432](#): Logo design, motion graphics, environmental graphics, brand unification, modular logos, brand development and mock-ups

[Strange story](#): Book design, typography, layout design, photo editing, monogram design, Storytelling, experimental layouts, and cover design.

## References

### Doctor Edward Downs.

*Class:* Comm 3211: Comm Tech in the information age

*Perspective:* With a Ph.D. in media effects and psychology and a master's degree in communications, as well as being a professor and the Director of the communications research lab at UMD, Doctor Downs can provide an excellent critique of my communication, research, and conceptual abilities.

*Contact information:* 218-726-7043, [epdowns@d.umn.edu](mailto:epdowns@d.umn.edu)

### Professor Matt Olin

*Classes:* Typography 2, Interactive design 2, Senior Design 2

*Perspective:* As a Graphic design teacher as well as the co-founder and active designer of the Likewise design organization Professor Olin can provide an informed critique of my abilities as a designer as well as my potential in a real-world design environment.

*Contact:* 218-409-5540, [molin@d.umn.edu](mailto:molin@d.umn.edu)

### Professor Maryam Khaleghi Yazdi

*Classes:* Graphic Design 2 and 4

*Perspective:* Professor Yazdi is an amazing designer with astounding attention to conceptual and visual detail and can provide excellent feedback on my technical and conceptual ability.

*Contact:* [Khaleghi@d.umn.edu](mailto:Khaleghi@d.umn.edu)

### Professor John O'Neil

*Classes:* Emerging media design. Interactive design, Graphic design 5

*Perspective:* As an accredited designer specializing in digital, UX and accessible design Professor O'Neil can provide a unique perspective on my abilities regarding digital design.

*Contact:* [Jloneill@d.umn.edu](mailto:Jloneill@d.umn.edu)