

# Vie Leonard

VieLeonard.com

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v@VieLeonard.com

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612-849-2804

Hello, I'm Vie

I'm a Graphic designer located in Minneapolis Minnesota.

## Education:

### University of Minnesota Duluth

Bachelor of Arts: Graphic design

December 2023

Minor: Arts in Media

December 2023

## Software skills; Projects:

**Adobe Illustrator:** [Junction 432](#) and [All about Murders](#).

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

**After Effects:** [Junction 432](#), and [ETC](#).

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

As well as Premier, Blender, Figma, WordPress, Divi, Mailchimp, and the Affinity suite

## Work Experience

Print Production associate

February 2024-Present

The Ups Store3798: 1161 Wayzata Blvd, MN

### Technical skills:

**Print layout and setup:** mail merging, variable data printing, Impositions, bleed and trim set up, preflight checks using adobe acrobat, and Fiery printing software.

**Design:** brochures, booklets, logos, business cards and posters

**Printing hardware:**

Use of Ricoh 5300 production printer and C5503 office printer.

Wide format printing using the Canon Ipf4000.

Finishing equipment: hydraulic guillotine cutter, slide cutter, foam core cutter, Foam core mounting, Coil binder, and large and small format laminators.

Knowledge of paper types, prices and uses.

### Soft Skills:

**Communication:** Working with people with variances in: budgets, print and design knowledge, target audiences, and scale. Provided options, designs and information in order to help them achieve their print goals. As well as working on customer service in both print and shipping.

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

Industrial cook: Lunds food holding facility, Eden Prairie MN

April 2019 – August 2023

# References

## Nate winter

Manager and printed at the UPS store of Wayzata. Extensive experience in printing and customer service. Extremely knowledgeable and friendly, an amazing person to learn from.

As my direct supervisor and teacher Nate can speak directly to my abilities as a worker, especially in regards to printing and customer service.

Contact: 612-540-8465

## Professor Matt Olin

Graphic design teacher and co-founder of 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.

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

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

## Doctor Edward Downs.

PhD in media effects and psychology and a master's degree in communications, 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.

Class: Comm 3211: Comm Tech in the information age

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

## Professor Maryam Khaleghi Yazdi

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.

Classes: Graphic Design 2 and 4

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

## Professor John O'Neil

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

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

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