



# KATIE LEONI

Boise, ID | (208) 863-8355 | [katieleoni@gmail.com](mailto:katieleoni@gmail.com) | [www.katieleonidesigns.com](http://www.katieleonidesigns.com)

## SKILLS

- Adobe Creative Suite, Photoshop, Illustrator, InDesign, Typography, Layout Design, Composition, User Experience (UX), Vector Graphics, Web Design, WordPress, Branding, Identity Design, Print Production, Pre-Press, Communication, Collaboration, Attention to Detail, Deadline Management

## EXPERIENCE

### Newsletter Pro

*Head Marketing Designer | 2021 - 2023*

- Editorial design of newsletters, magazines, greeting cards
- In-house marketing design including monthly newsletters, postcards, web hero images, landing pages with UX focus, infographics, email newsletters, and social media assets.
- Collaborated with writing and project management teams to complete successful multi-channel marketing campaigns.

### Newsletter Pro

*Lead Editorial Designer | 2017 - 2021*

- Lead a design team of 5
- Oversaw creative direction of print marketing created for clients across the U.S.
- Worked with leadership team to advocate for the design team
- Created print marketing materials for over 50 clients monthly

### Boise State Student Affairs Marketing

*Graphic Design Specialist | 2015 - 2017*

- Created printed and digital deliverables for on-campus campaigns.
- Conceptualized and implemented identities for Financial Aid and Housing and Residence Life.
- Designed and advised environmental design for the Student Rec center.
- Updated websites through WordPress.

## EDUCATION

2010 – 2015



Boise State University, Boise, ID  
**B.F.A. Graphic Design**

2003 – 2007



Idaho State University, Pocatello, ID  
**B.A. Mass Communication**