

lesley guthrie

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EXPERIENCE

At Last Marketing CHICAGO, IL

creative director 8.2006 — present

Oversees all creative projects in tandem with Principal/Owner and manages all creative projects from concept to completion. Translates marketing objectives into creative strategies. Designs and develops a wide variety of deliverables including logos/corporate identity, branding, print design and web design. Works directly with clients, and manages outside creative resources such as photographers, printers and other vendors. Organizes and art directs all photo shoots.

Publications International LINCOLNWOOD, IL

art director-cookbooks 7.2005 — 8.2006

Designed and created concepts of cookbook interiors and covers. Responsibilities included initial concept sketches, computer generated compositions, and pre-press preparation of files.

Source Inc. CHICAGO, IL

intern 1.2004 — 6.2005

Assisted Design Directors on all projects including preparation for presentations to clients, internal presentations, design of labels, packages, and other design materials.

Donna Karan International NEW YORK, NY

design coordinator-licensing 7.1999 — 7.2003

Maintained creative corporate integrity across eight brands for international and domestic licensees. Organized and executed the process of reproducing the DKNY product in Asia and Mexico.

designer

Designed girl's woven garments for all size ranges: 7–16, mini 4x–6x, toddler 2t–4t, and infant.

FREELANCE

The Village of Mount Prospect, JAM Entertainment & Creative Services, BabyMamaLove.com, Lannon Communications, Zygmant Voss Gallery, Truefitt & Hill, Teen Living Programs, ProActive Inc., EMAK Worldwide, The Great Lakes Protection Fund, LIPLAB.

EDUCATION

The Illinois Institute of Art CHICAGO, IL

BFA in Visual Communications 7.2003 — 9.2005

The Ohio State University COLUMBUS, OH

B.S. in Product Development and Evaluation, specifically Fashion Design 9.1995 — 6.1999

Parson's School of Art and Design PARIS, FRANCE

Semester program of intense study of the fashion figure, fashion illustration, design elements, and the History of European Costume **SUMMER 1996**

APPLICATIONS (MAC & PC)

InDesign | Photoshop | Illustrator | QuarkXPress | Microsoft Office

AFFILIATIONS | AIGA member since 2003

Chair of the AIGA Chicago Small Talk Series 2008–2009

Marketing Chair for the 2009 Toast on The Magnificent Mile Campaign

AWARDS | Winner of the 2008 American Graphic Design Award for

Think Creatively, Work Sustainably and Pretty in Pearl.

REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST