

# LESLIE GARBS WANNER

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## ~ TARGET: Web & Graphic Design/UI/UX/Project Management ~

Creative, high-energy web/graphic design professional seeking innovative organization that will allow the opportunity to contribute and build upon artistic aptitude. Innovative self-starter with a career history of sourcing solutions and teaming with peers to overcome obstacles to achieving objectives.

### AREAS OF EXPERTISE

- ◆ Ten Years Sales/Marketing
- ◆ Focused Self-Starter
- ◆ Flair for Innovative Design
- ◆ Customer Service/Needs Analysis
- ◆ Peer Training and Coaching
- ◆ Industry Networking
- ◆ Proactive Problem Solving
- ◆ Customer and Vendor Relations
- ◆ Working in Team Environment

### SOFTWARE

**ADOBE SUITES:** Illustrator, Photoshop, Dreamweaver, Flash, InDesign, Fireworks  
**PLATFORMS:** Mac, PC **LANGUAGE:** HTML 4/5, CSS2/3 **OTHER:** MS Office, ACT! CRM  
Working knowledge: Axure, HTML Email, jQuery, JavaScript, Joomla!, Wordpress, Basecamp

### PROFESSIONAL EXPERIENCE AND HIGHLIGHTS

**FREELANCE** – Atlanta, GA, *Graphic Design/Web Design* Jan 2014 – Present

- ◆ Atlanta Contemporary Jewelry Show ([mok-seewebdesign.com/ACJS](http://mok-seewebdesign.com/ACJS)) – All hand coded via Dreamweaver.
- ◆ Atlanta Air Cargo Association ([mok-seewebdesign.com/aaca](http://mok-seewebdesign.com/aaca)) – Built in WordPress and waiting for further content from client.
- ◆ Worldwide Parcel ([worldwide-parcel.com](http://worldwide-parcel.com)) – Built in WordPress for small start-up company
- ◆ Graphic Design samples available upon request

**AUSTIN CSI/AT&T** – Atlanta, GA, *(Contract) Project Manager* June 2014 – Present

- ◆ Oversee the planning, staffing, implementation, and control of various short term web design projects for a given marketing campaign; defining scope, developing a deliverable schedule, coordinate creative reviews, implemented development for UAT testing ensure compatibility on various devices.
- ◆ Sustainment of project content to meet business requirements, company-wide updates, and UAT tickets. Scheduled deploy of projects when approved.
- ◆ Develop and edit graphics for websites ensuring brand standards were followed. Incorporate changes as needed by team.

**TECHNOLOGY USED:** Illustrator, Photoshop, Dreamweaver, Notepad++

**THE CREATIVE GROUP** – Atlanta, GA, *(Contract) Graphic Design/Marketing* Jan 2014 – April 2014

- ◆ Launched marketing campaign for newly established mortgage company by developing various marketing pieces such as flyers and yard signs. Oversaw production by coordinating with local printer the delivery of pieces and accurate printing.
- ◆ Collaborated and co-authored content for each marketing project. Revised and edited further until met banking regulations and achieved the goal for the intended audience.
- ◆ Assisted and guided individuals on minor computer issues in regards to web and print materials. Clarified the issue and trained to circumvent further challenges.

**TECHNOLOGY USED:** Illustrator, Wordpress, MS Word, Prezi

**TRC STAFFING** – Atlanta, GA, (*Temporary*) *Web/Graphic Designer* August 2013 – November 2013

- ◆ Designed and maintained monthly client print ads, brochures, flyers and other marketing related material via Illustrator. Ensured materials were suitable for either web display or print ready.
- ◆ Cropped, color corrected, and edited images utilizing both Photoshop and Illustrator for web and print.
- ◆ Produced website comps via Photoshop based on client needs and ensured design was user friendly to end user. Developed four page micro site slicing images from Photoshop for site development.

**TECHNOLOGY USED:** Illustrator, Photoshop, Dreamweaver, InDesign

**GIFTED HANDS ACADEMY** (giftedhandsacademy.org) – Atlanta, GA, *Project/Team Coordinator* Fall 2012

- ◆ Created and developed new website for non-profit. Assessed clients' requirements and assisted in compiling details for information architecture, design comps, production and delivery of final site.
- ◆ Reviewed and prepared documentation for team and client. Delegated various task to team and ensured timely completion of task.
- ◆ Counseled client on aspects of CMS and trained to update. Provide continuous support as needed.

**TECHNOLOGY USED:** Illustrator, Joomla!, Photoshop

**VANGUARD LOGISTICS SERVICES** – Atlanta, GA, *Account Executive* 2011 - 2012

- ◆ Turned around neglected territory beset with unresolved issues and a high volume of dissatisfied and uneducated customers.
- ◆ Grew territory 12% in 6 months and retained customers by resolving issues via face-to-face meetings.
- ◆ Boosted sales by partnering with four nationwide peers to gain support from existing customers and identify prospective target accounts.

**TOWNE AIR FREIGHT** – Atlanta, GA, *Account Executive* 2010 - 2011

- ◆ Boosted Carolinas market share 10% despite the challenges of limited resources and restricted travel.
- ◆ Reestablished service with customers neglected for almost a year due to vacancy of Account Executive position by repairing relationships and restoring confidence in the company
- ◆ Rapidly acclimated to a new role and environment with no training.

**HYUNDAI AMERICAN SHIPPING** – Atlanta, GA, *Account Executive* 2007- 2009

- ◆ Managed a three-state territory for this global logistics company, prospecting new markets, securing new accounts, and strengthening existing relationships.
- ◆ Exceeded sales target and expanded the Florida market, closing 10 contracts in less than one year.
- ◆ Developed the company's first targeted account list for imports to Tennessee, Georgia, and Florida.

## EDUCATION / PROFESSIONAL DEVELOPMENT

*Associate of Arts in Web Design & Interactive Media* - **THE ART INSTITUTE OF ATLANTA**, Atlanta, GA, March 2013  
*Bachelor of Science in Fashion Design*- **ILLINOIS STATE UNIVERSITY** - Normal, IL, 1994

**Professional Development:** Get Motivated Seminar • The Art Institute of Atlanta Webraising 2012 (Greenforest Academy) • Sigma Sigma Sigma Sorority - Social Chair

**Memberships:** Adobe Users Group, Atlanta HTML5 Users Group, Atlanta User Experience, Atlanta JavaScript Group, Joomla! Users Group, Atlanta Web Design Group, Atlanta Graphic Design Collective, Atlanta WordPress Users Group, along with various others