



# Leon Redman

## Web Designer

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Portfolio <https://leonredman.com>

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Creative web designer that can unite form and function in modern web applications, looking for a challenging position in a positive, high energy team environment that will grow my skills, utilize my creativity and love for all things tech.

### EXPERIENCE

#### 2017 - PRESENT Freelance Designer

- Utilize Photoshop, Illustrator, and Sketch-app to design powerful modern digital products, interfaces, graphics and renderings that generate a dynamic feeling of connection, increase conversion and brand perception.
- Transform pixel perfect designs into hand coded semantic HTML5/CSS3 and Javascript for websites utilizing Twitter Bootstrap and CMS systems like Wordpress.
- Create custom designs, digital, print and web marketing campaigns, social media promotions and merchandise development while pushing my craft to new frontiers.

#### 2014 - 2017 LEAD PRODUCT DESIGNER

##### Rolling Art

- As a national supplier for Polaris Industries, responsibilities included design, iterate, and create designs for 3 of their product lines.
- Manage the inhouse production team, meet with art directors, packaging engineers, marketing directors, and product engineers to gather design requirements, sales reports, user studies and feedback.
- Create digital marketing materials, print materials, merch dev, social media infographics, update company website, and landing pages with HTML/CSS for each product line
- Developed Standardized Quality Control Measures.

#### 2011 - 2013 GRAPHIC ARTIST/ DESIGNER

##### Sinthium Inc.

- Facilitated the product vision by researching, sketching, prototyping, mocking up, and digital rendering designs in photoshop and illustrator.
- Worked with clients and art directors to iterate designs and create graphic designs from conception to completion. Ensure strict quality control on all deliverables.

#### 2006- 2011 GRAPHIC DESIGNER

##### AJ's Customs

- One of three national suppliers for Harley Davidson, responsibilities included, sketching, designing, iterating, and refining prototypes, provide mockups, digital renderings in photoshop and illustrator.
- Create marketingsamples for each product line, and to manage all projects until completion.
- Stay current with market trends.Utilize best practices in typography, color and materials to maximize sales and customer retention.
- Meet with design team, art directors, stakeholders, marketing directors, to gather research on design trends, sales reports, user studies, and dealer feedback to create in demand designs.
- Developed Standardized Quality Control Measures.
- Develop 2D prototypes and renderings into production ready 3D design patterns, logos and production files.

### PROFESSIONAL SKILLS

#### Front-end Coding

HTML5  
 CSS 3 /Sass  
 JavaScript /jQuery  
 Bootstrap  
 WordPress  
 Command Line  
 Git/Github  
 Handlebars  
 Firebase  
 Google API

#### Design & illustration

Adobe Photoshop  
 Adobe Illustrator  
 Sketch-App  
 Wireframing  
 Prototyping  
 UI/UX  
 Responsive Web Design  
 MS. Office Suite  
 Corel Draw  
 Sketchbook Pro  
 Procreate

### EDUCATION

#### New York City Technical College

Brooklyn, NY  
 Associates Degree, Architectural Design

#### GENERAL ASSEMBLY NEW YORK, NY

HTML, CSS & WEB DESIGN  
 JAVASCRIPT DEVELOPMENT