

PERSONAL STATEMENT

“I'm an award-winning designer who speaks nerd & can get it done. I'm based in Atlanta, Georgia & have over 10 years experience in print & web. I love the field and I love my work. For me it's not just a job; I live design. My background in business & marketing helps me identify trends in design & branding, and my project management experience helps me work efficiently to turn ideas into reality. I love connecting with people, and I excel at building lasting relationships with team members and clients.”

STUFF I USE

- The Basics (Word, Excel, PowerPoint, etc)
&
 - Photoshop
 - Illustrator
 - Indesign
 - XD
 - Acrobat
 - Sketch
 - Content Management Systems
 - Wordpress
 - CSS & HTML5
- Also proficient in most other Adobe Programs & have a working knowledge of current programming languages.

EDUCATION & EXPERIENCE

Georgia Institute of Technology, Business Administration

2005-2010, President's Scholarship Recipient, Alpha Chi Omega Fraternity-Two Year Song Chair, Student Center Events Council, Vegetarian Society at Tech, SOS: Students Organizing for Sustainability,

Batson Cook Construction, Assistant Project Manager **2006**

leahmcclellan.design, Graphic & Web Designer **2007-present**

Freelance designer for small businesses and products of large corporations using UX design, web design, print design and illustration to create a cohesive feel and present clients with a package that fits their needs. Create agency-style advertising plans and promotional materials that get businesses noticed and increase profit. Oversee all aspects of the business and hire and manage other team members as needed.

homedepot.com, Web Designer **2014-present**

Design and build homepage including coming up with new concepts to reduce bounce rate. Publish content daily with programs like Documentum, Pagebuilder, Experience Manager and Fetch. Validate and troubleshoot page launches. Work alone and in teams to create wire frames, sketches and comps. Collaborate with analysts, UX, copywriters and teammates to problem solve and provide solutions to the business. Update pages into new layouts and add and remove promotions adhering to brand standards.

STUFF I'M GOOD AT

- UX/UI
- Creative Direction
- Web Design
- Visual Design
- Print Design & Layout
- Project Management
- Cross-Team Collaboration
- Photography Direction
- Troubleshooting
- Mentoring
- Explaining High-Level Concepts
- Anticipating Client Needs

FAVORITE PROJECTS

Home Page, homedepot.com

Developed, designed and built new concept of Superhero themed Father's Day home page including asset creation. Used UX research & analytics to create new layouts and designs to increase customer retention and sales. Supported the business through promotions, testing and personalization on the home page. With my team, responsible for designing & launching over 150 pages per year. Redesigned HD's award-winning app including surprise & delight features increasing social media chatter and downloads by over 200%.

How To, homedepot.com

Developed new style of infographic including animation & quizzes that clicked through to products to increase sales. Created visual design standards for infographics and conceptualized new topics for infographics.

East Atlanta Village, Atlanta

Ran social media campaign for the East Atlanta Strut increasing engagement & reach by over 4000%. Create eye-catching graphics, fliers & designs for Strut, EACBF & other events. Work with neighborhood NPOs to increase awareness.

