

ryan leafey

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About Me:

I am an experienced designer and self-proclaimed "Internet Junkie" with a broad skill set ranging from television and web to 4 color process printing. I'm adaptive, agile, and a quick learner with a thirst for knowledge and experience. I consider myself to be the type of person who can jump into any environment and hit the ground running.

Industry Related Skills:

Software:

Adobe Creative Suite, File Maker Pro, Universe 3D Suite, Font Reserve, Suitcase Fusion, Adobe Distiller, and Acrobat Reader, Final Cut Studio. I also have experience in TV Production, including linear editing techniques.

Code:

XHTML, CSS, jQuery / Javascript, Action Script

Education:

Bachelor of Science Degree, Multimedia & Graphic Design

Champlain College, Burlington, VT

Microsoft Excel Levels 1 and 2

Vermont Panurgy Corporation, South Burlington, VT

Professional Experience:

E-Commerce Designer

America's Gardening Resource, Burlington, VT

08/08–Present

Design and build web assets on the Demandware platform while utilizing the latest jQuery releases and plug-ins to enhance usability and load time. Create html marketing e-mails, banner ads, and affiliate advertising campaigns. Film and produce product and how-to video for sell pages and content-based sections of the site.

Web Designer

Vermont Teddy Bear Company, Shelburne, VT

01/08–8/08

Designed and developed e-commerce web sites, marketing e-mails, banner ads, and web affiliate advertising campaigns. Worked along side the Senior Web Designer to maintain company standards and achieve marketing objectives. Filmed and edit short promotional video pieces for posting on YouTube.com as well as the company blog.

Graphic Designer

Vermont Teddy Bear Company, Shelburne, VT

9/06–01/08

Designed and laid out 48 page catalogs for Vermont Teddy Bear and its sister companies (Calyx Flowers and PajamaGram). Created packaging and other stationary products, performed image correction/enhancement in Photoshop, designed clothing, products, signage and promotional materials for VT Bear and PajamaGram retail stores.

Graphic Designer / Workstation Inventory Administrator

Creative Pages Incorporated, Stowe, VT

11/05–9/06

Projects included brochures, books, and ancillary tests for major educational publishing houses like McGraw-Hill, Pearson Education, Scholastic, and Great Source. Created and maintained a File Maker Pro database to keep track of workstations, software, hardware, and other company assets.

Graphic Designer / Sales Associate

Inter-Rep Associates Incorporated, CMCH, NJ

7/05–Present

Produce promotional materials, sell, and ship equipment for the glass industry.

Television Studio Intern

Channel 17 Town Meeting Channel, Burlington, VT

9/04–12/04

Filmed, edited, and produced various video pieces including fire-safety videos, public service announcements, and voter registration information plugs.

Edited coverage of town meetings and other public forums and coproduced the daily "Live @ 5:25" show.

Worked with the Burlington Fire Department and taught them video production and non-linear editing skills in an effort to help them become self sufficient with the production of their bimonthly fire safety videos in order to free up the studio staff.