



Leah Faye Pincus

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San Francisco, CA

A LITTLE BIT ABOUT ME

I am a go-getter who is passionate about creating branded experiences by connecting creative strategy with visual design. As someone who thrives in a fast-moving environment, organization and collaboration are key. The value I bring is the ability to communicate ideas clearly to all levels while setting realistic expectations and managing a small team of designers.

WORK EXPERIENCE

Art Director

Nov. 2014 - Present

McKesson, San Francisco, CA

A \$199B Fortune 5 company, U.S. pharmaceutical distribution

- Lead creative strategy, brand management and visual design for Health Mart, a national pharmacy franchise, ensuring projects aligned with marketing objectives and business needs
- Established and executed look and feel of the Health Mart brand to B2B and B2C communications across print, digital media, tradeshows and environmental design
- Set creative direction for UX designers, developers, copywriters and freelancers
- Created and executed Keynote presentations for marquee speaking engagements at national sales conferences and tradeshows. Collaborated with senior leadership
- Re-designed Health Mart private label packaging and brand guidelines, leading to \$250K in savings vs. using an outside agency

Freelance Designer

Mar. 2010 - Mar. 2017

Leah Faye Creative, San Francisco, CA

Providing creative freelance services to clients in a variety of industries

- Developed creative for multi-channel campaigns, print, POS, signage, packaging, web design and UX
- Managed timelines, budgets and expectations
- Built strong relationships with clients

Clients include: Toyota, Gloria Ferrer, JIF, Tree Top Juice, UCSF, SurveyMonkey, Intuit, and more.

Manager of Creative Services

May 2008 - Feb. 2010

Cityscape Graphic Communications, San Francisco, CA

Print and design services

- Supervised designers, production artists and interns
- Oversaw multiple design projects at one time from concept to completion
- Achieved consistency across clients' brands to ensure projects aligned with business goals

Senior Graphic Designer

May 2006 - May 2008

Cityscape Graphic Communications, San Francisco, CA

Print and design services

- Led creative for print and digital, as well as maintained websites
- Headed up pre-press and press checks for clients



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SKILLS

Brand Strategy
Art Direction
Digital
UX/UI
Print
Pre-Press and Print Production

SOFTWARE

Adobe Creative Cloud (*Illustrator, InDesign, Photoshop*)
Sketch
Keynote
Final Cut Pro
WordPress
HTML and CSS
Mailchimp
Microsoft Office
Workfront
Basecamp

EDUCATION

Academy of Art University, San Francisco, CA

Bachelor of Fine Art Degree in Computer Arts with emphasis in New Media

VOLUNTEER WORK

UCSF Partners in Care, graphic design and fund-raising

Arthritis Foundation, graphic design and fund-raising

Meals on Wheels, Thanksgiving placemat making

McKesson Giving Comfort, making cancer care packages

ADDITIONAL INFORMATION

I enjoy being outdoors and on the water. Lover of sushi and an uncanny knack for remembering movie quotes.