

LEAH FAYE

LEAH FAYE PINCUS

leahfaye.com

925.788.4400 (cell)

leah@leahfaye.com

linkedin.com/in/leahfaye

San Francisco Bay Area, CA

SKILLS

Creative Direction

Creative Strategy

Brand Development

Art Direction

Digital

Social

UX/UI

Print

Pre-Press and Print Production

SOFTWARE

Adobe Creative Cloud (*Illustrator, InDesign, Photoshop*)

Figma

Sketch

Keynote

Final Cut Pro

WordPress

HTML and CSS

Mailchimp

Microsoft Office

Workfront

Basecamp

A LITTLE BIT ABOUT ME

I am a resoursful go-getter who is passionate about creating branded experiences and leading creative teams. 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 across multiple teams while setting realistic expectations.

WORK EXPERIENCE

Associate Creative Director

June 2019 - Present

Firewood Marketing/Media.Monks, San Francisco, CA

A leading global digital only design and production company

- Lead cross-functional project teams consisting of designers, writers, illustrators, and animators to develop creative strategies and execute projects across digital, social and environmenal platforms
- Managed creative direction for multiple Google product teams
- Optimized client creative that preformed above previous averages based on analytics
- Created digital and print marketing campaigns, increasing engagement and meeting clients ROI goals for key accounts
- Helped build
- Created a safe environment and mentored designers, rriters, and illustrators

Senior Art Director

Jan 2018 - June 2019

Firewood Marketing, San Francisco, CA

A digital-first design agency focused on large technology clients

- Helped expand a key account by 50% by leveraging smart design and strategy
- Created user-experience design solutions and information architecture that supports a seamless brand experience for digital media.
- Collaborated with illustrators and writers to concept and execute various campaigns across multiple media

Art Director

Nov. 2014 - Dec 2017

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, tradeshow 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 tradeshow. Collaborated with senior leadership
- Re-designed Health Mart private label packaging and brand guidelines, leading to \$250K in savings vs. using an outside agency

LEAH FAYE

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.

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



Creative Director

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