

# LEANDRA ROMINES

## GRAPHIC DESIGNER

### ABOUT ME:

I have experience as a freelance designer, a creative director with a marketing and print company and I am currently the senior graphic designer at iOffice in Decatur, TX. I have been fortunate enough to work with company's such as Texas Motor Speedway, large hospitals, and some of the largest school districts in the Fort Worth area. I also have many great clients outside of the state of Texas. Some of my skills include great communication, organization, attention to detail and the ability to take each individual project and create what is needed based upon the instructions given in a timely and creative manner. I am also good at multi-tasking and project management.

I came in to iOffice as the back up designer to a full time designer and as the in-house marketing designer in a part time position. I have since taken over the role as the sole Senior Graphic Designer and have managed to improve turnaround times and bring our customer satisfaction to an all time high. As well as continuing to move the companies marketing forward with an overall branding revamp, a completely redesigned front lobby, and I just recently completed vehicle graphics for our delivery trucks, turning them into driving billboards. I have accomplished all of this while working in a hybrid work environment (in-office and remote). I am able to still maintain part time status because of my quick skills, organization, and self-starter work ethic.

### EDUCATION:

#### TEXAS A&M UNIVERSITY AT COLLEGE STATION

2006 – 2007

I will always be an Aggie at heart but unfortunately I could not receive my dream degree here. I had a fantastic experience while I was there though taking courses in Construction Science and other architectural courses.

#### BACHELORS OF ART & DESIGN | UNIVERSITY OF NORTH TEXAS

(Minor in Real Estate & Property Management)

2007 – 2011

I took countless art classes as well as specific graphic design classes. I learned how to use the Adobe Creative Suite programs and the process it takes to create quality designs from beginning to end.

### EXPERIENCE:

#### DATA CLERK | HRB OPERATING COMPANY *(in-office)*

2006 – 2016

I had a large range of responsibilities, which included maintaining well files, legal documents, and bookkeeping on several accounts. I have experience in Microsoft Office and extensive experience in Excel including formulas.

#### PROPERTY MANAGER

2011 – 2016

My family owned several rental properties in which I managed. This included meeting applicants, reviewing applicant forms, setting up lease agreements, managing rent exchange, maintenance issues as well as final remodel project management before they sold the properties.



## EXPERIENCE (CONTINUED):

### **FREELANCE WORK** *(remote)*

**2005 – 2017 | 2020 – Present**

I have done freelance work since I was in high school. I have a fantastic relationship with many companies in our area as well as out of state. I work for companies in Arizona, Oklahoma, Oregon and Washington. I also have companies, individuals and organizations that I do freelance work for in Wise county as well as in the Dallas and Fort Worth area. I am very experienced in working remotely with a customer or company with excellent communication, understanding of what is requested and turnaround time.

### **CREATIVE DIRECTOR/GRAPHIC DESIGNER | WISE STRATEGY, LLC** *(remote & in-office)*

**2017 – 2020**

Wise Strategy has a large variety of clients including real estate agents, churches, non-profits, retailers, public speakers and so much more. I have designed books, programs, business collateral, social media graphics, email marketing, and so much more. I have helped guide clients from the very beginning and continuing on through the marketing materials and full development of their brand identity. I have designed several websites using Wordpress while with Wise Strategy. I have gained a lot of experience in customer relations and networking.

### **GRAPHIC DESIGNER | WISE PRINTING, LLC** *(remote)*

**2018 – Present**

Wise Printing developed because we were constantly searching for quality printing at affordable prices for our clients so we decided there was a need for a printer that could deliver both. I set up final print files, quoted products, quality check and placed orders.

### **SENIOR GRAPHIC DESIGNER & MARKETING SPECIALIST | iOFFICE** *(remote & in-office)*

**2021 - Present**

I work with customers on graphic design needs such as invitations and business card designs all the way to large corporations such as Texas Motor Speedway and BKV Energy for their graphics needs. I work on projects large and small while managing files on a server both in office and remotely. I also handle all marketing needs for the company. This involves marketing meetings to target the needs of the company based on sales numbers into the actual marketing plan and on to the execution of marketing collateral. I work both remotely and in the office as well as meeting customers on site to discuss their marketing and design needs.

## SKILLS:

- Illustrator
- Photoshop
- Indesign
- Acrobat
- Lightroom
- Microsoft Office
- Google Docs
- Asana
- Zoom
- Keynote
- Print Production
- Advertising Design
- Social Media Graphics
- NCR Form Creation
- Branding
- Illustration
- Marketing Materials
- Email Marketing
- Program Layout
- Website Design
- Logo Design
- Photography
- Photo Editing
- Flexibility
- Time Management
- File Management
- Marketing Planning
- Direct Mail
- Communication
- Team Work
- Multi-tasking
- Attention to Detail