

# LEANDRA ROMINES

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## PROFESSIONAL SUMMARY

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Senior Graphic Designer with extensive experience in brand strategy, digital marketing, and full-cycle design execution. Expert in Adobe Creative Suite and skilled at translating business goals into compelling visual solutions. Led a corporate rebrand at iOffice that strengthened brand consistency, improved project turnaround, and enhanced customer satisfaction while collaborating across teams to deliver impactful marketing campaigns.

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## EXPERIENCE

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### Senior Graphic Designer & Marketing Specialist

iOffice | 11/2021 - Current

- Lead company-wide brand, marketing, and creative strategy for B2B and enterprise clients, including Texas Motor Speedway and BKV Energy.
- Promoted to the sole Senior Designer role after improving turnaround times and increasing overall customer satisfaction.
- Directed a full corporate rebrand, including lobby redesign, fleet vehicle branding, signage, and marketing collateral.
- Partner with leadership to develop data-driven marketing plans aligned with sales performance.
- Manage creative operations across in-office and remote teams, maintaining a fast turnaround and quality control.
- Collaborated with cross-functional teams to create engaging marketing campaigns.
- Developed digital assets for web and social media platforms.
- Streamlined design processes to improve project turnaround time.

### Graphic Designer

Wise Printing | 01/2018 – 11/2021

- Manage print production workflows, vendor coordination, quoting, and file preparation.
- Ensure quality control, production efficiency, and cost optimization.
- Created print layouts for brochures, flyers, and posters to enhance visibility.
- Managed multiple design projects simultaneously while meeting tight deadlines.
- Reviewed proofs and provided feedback to ensure print quality standards were met.
- Designed print materials such as brochures, flyers and posters for marketing campaigns.
- Edited photographs for use in digital media platforms including web banners and social media posts.



## CONTACT

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**Location:** Dallas-Fort Worth Area

**Phone:** 940.389.5112

**Email:** lkmromines@gmail.com

**Portfolio:** leandraromines.com

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## CORE SKILLS

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- Adobe Creative Suite
- Brand Identity Development
- Print Production & Prepress Setup
- Digital Marketing Design
- Marketing Campaign Development
- Layout & Typography Expertise
- Social Media & Web Graphics
- Web & UI Design Fundamentals
- Illustration & Custom Graphics
- Creative & Concept Development
- Cross-Functional Team Collaboration
- Client Relationship Management
- Project & Deadline Management
- Art Direction & Visual Storytelling
- Presentation Design & Pitch Decks

## **Freelance Brand & Marketing Designer**

### **Self Employed Services | 12/2005 – 11/2021**

- Partner with multi-state clients across TX, AZ, OK, OR, and WA, delivering branding, digital marketing, and print campaigns.
- Known for high-trust relationships, fast turnaround, and strong client retention.
- Developed innovative design concepts for diverse projects across various media platforms.
- Collaborated with clients to understand design needs and project objectives effectively.
- Conducted thorough research on design trends to enhance project relevance and appeal.
- Managed project timelines, ensuring all design deliverables met deadlines consistently.

## **Creative Director / Graphic Designer**

### **Wise Strategy | 01/2017 - 01/2020**

- Served as Creative Director for a multi-industry client base (real estate, nonprofits, churches, retailers, and speakers).
  - Led brand identity development, print campaigns, email marketing, social media graphics, and WordPress website design.
  - Guided clients from concept through launch, building long-term brand consistency, and customer retention.
  - Produced books, programs, marketing collateral, and digital campaigns.
  - Designed marketing materials using Adobe Creative Suite for various client projects.
  - Developed branding strategies through visual identity and logo creation.
  - Collaborated with clients to understand design preferences and project requirements.
  - Created print layouts for brochures, flyers, and posters to enhance visibility.
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## **EDUCATION**

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**Bachelor of Arts, Interdisciplinary Arts & Design, 05/2011**

**University of North Texas – Denton, Texas**