



# Lesley Blake

ART DIRECTOR.

GRAPHIC DESIGNER.

TYPOGRAPHY ENTHUSIAST.

Lesley is an award-winning art director and graphic designer currently living in Cleveland, Ohio. Her experience as an art director and graphic designer has taught her that design, in essence, is about solving problems and finding the best way to visually communicate an idea, message or story.

Lesley is currently seeking full-time employment at a company that values creativity, fosters growth and demands excellence from their employees. Although currently based in Northeast Ohio, she is seeking out opportunities anywhere in the United States.

Please visit [lesleyblake.com](http://lesleyblake.com) to view her portfolio of work.

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## EXPERIENCE

### Medical Mutual

The largest and oldest insurer based in Ohio, committed to improving the lives of Ohioans by offering high-quality medical, life, dental and vision coverage.

#### Senior Graphic Designer

2016 - 2019

- ◆ Designed collateral including but not limited to brochures, fliers, print and digital advertisements, direct mail, postcards, forms and banners
- ◆ Redesigned, art directed and produced of Medical Mutual's Community Report, a 60-page book outlining the company's charitable giving and volunteer service throughout the state
- ◆ Assigned and directed photo shoots for advertising campaigns, company sponsored events and volunteer service days around the state
- ◆ Managed the design direction of the Medicare and Medicare Supplement, individual and indemnity lines of business, which contributed to a 15% increase in new contracts
- ◆ Provided guidance and direction to the junior graphic designer, which improved the consistency and strength of their work
- ◆ Assisted in the redesign of the Medical Mutual brand, including a refresh of the logo, templates, brand colors and website design that is currently being implemented
- ◆ Involved in strategic meetings to develop new advertising campaign messages

### Great Lakes Publishing

An award-winning publishing company based in Cleveland, Ohio; producers of Ohio Magazine, Cleveland Magazine, Lake Erie Living, custom publishing and Ripple Effect Interactive.

#### Art Director, Ohio Magazine

2008 - 2016

- ◆ Managed the design and brand of *Ohio Magazine*, an award-winning monthly publication that celebrates the beauty, adventure and fun of life in the Buckeye State
- ◆ Assigned, motivated and directed local and national photographers, illustrators and freelance designers to contribute to the award-winning design of *Ohio Magazine*
- ◆ Inspired readers through clean, well-designed page layout
- ◆ Oversaw the *Ohio Magazine* art budget, including invoicing and expenses
- ◆ Lent assistance and direction to other publications within the company to help keep projects on schedule and offer constructive feedback
- ◆ Redesigned OhioMagazine.com to improve responsiveness, clarity, design and search functionality, which led to increased traffic, in addition to award recognition
- ◆ Handled content updates [ohiomagazine.com](http://ohiomagazine.com)

#### Assistant Art Director, Ohio Magazine, LongWeekends magazine and Custom Publishing Division

2006 - 2008

- ◆ Created new and creative solutions for *Ohio Magazine*, while continuing to work within the set design parameters, under the direction of the art director
- ◆ Assigned and directed photographers, illustrators, and freelance designers
- ◆ Redesigned and managed the layout of *LongWeekends*, a bi-annual travel publication published by *Ohio Magazine*
- ◆ Developed creative solutions for client-driven, custom publications. Clients included: The Ohio Arts Council, Stan Hywet Hall & Gardens and the Dayton Convention and Visitors Bureau

#### Assistant Production Coordinator, Great Lakes Publishing

2005 - 2006

As part of the company's production department, I designed advertisements, event, party and award ceremony collateral and pre-flighted files for three monthly publications and associated custom publications. I also supported the art department in any capacity to ensure timely completion of projects.

## ADDITIONAL SKILLS

- ♦ Proficient in color-correction, photo-editing and camera RAW files
- ♦ On-set styling and prop gathering experience
- ♦ Photo and video shooting and editing capabilities
- ♦ Social media writing and photography competency

## EDUCATION

**Susquehanna University** | Selinsgrove, Pennsylvania  
B.A. Graphic Design

## PROGRAMS

**Adobe Creative Suite** | CS-CC  
InDesign, Photoshop, Illustrator, Bridge, Acrobat and Reader

**Microsoft Office**  
Excel, Powerpoint, Word, Outlook

**Other Programs**  
Final Cut Pro, Audacity, Oxcyon Centralpoint

## AWARDS

**2017**  
Second Place:  
Best Monthly Magazine: Ohio Magazine  
Ohio Society of Professional Journalists Awards

Second Place:  
Magazine Website: [ohiomagazine.com](http://ohiomagazine.com)  
Press Club of Cleveland:  
Excellence in Journalism Awards

**2016**  
Best Graphic Designer in Ohio  
Press Club of Cleveland:  
Excellence in Journalism Awards

First Place: Cover Design:  
"Food Adventures, March 2015"  
Press Club of Cleveland:  
Excellence in Journalism Awards

**2015**  
Best Magazine: Ohio Magazine  
Press Club of Cleveland:  
Excellence in Journalism Awards

**2013**  
Best Monthly Magazine: Ohio Magazine  
Ohio Society of Professional Journalists Awards

**2012**  
Best Graphic Designer in Ohio  
Ohio Society of Professional Journalists Awards

**2011**  
Best Magazine: Ohio Magazine  
Ohio Society of Professional Journalists Awards

Best Website Graphic Design/Navigation:  
[ohiomagazine.com](http://ohiomagazine.com)  
Ohio Society of Professional Journalists Awards