

# Leslie Fonseca

Junior Graphic Designer

## PROFESSIONAL EXPERIENCE

### The Printers Consultant — PrePress Designer

December 2024 - Current

Working in pre-press production workflow to ensure print-ready files meet quality standards and technical specifications. Utilize Adobe Creative Suite to properly align and prepare various print materials including signs, banners, and marketing collateral. Collaborate with clients and production team to troubleshoot design issues and optimize files for accurate results.

### The New School — Student Designer

August 2022 - May 2024

Created engaging design materials for student clubs, health initiatives, and campus-wide events to enhance community engagement. Developed digital and print content aligned with The New School's brand guidelines while meeting diverse event promotional needs. Collaborated with student organizations and faculty to translate event concepts into effective visuals

### Apple — Design Intern

August 2023 - May 2024

Participated in collaborative ideation sessions to generate concepts for seasonal marketing campaigns. Assisted in developing in-store visual merchandising, environmental graphics, signage, and digital content. Ensured strict adherence to Apple's brand guidelines and retail design standards throughout all project phases.

## EDUCATION

### Parsons School of Design

(BFA) in Communications Design, 2020-2024

## SKILLS & EXPERTISE

**Design:** Visual Design, UI/UX Design, Brand Identity Development, Typography, Layout Design, Motion Graphics, Illustration, Digital Asset Creation, Visual Communication Strategy, Information Design, Pre-Press Production

**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Media Encoder), Figma, Sketch, Print Production, Color Management, Blender

## LANGUAGES

Native Proficiency in English and Spanish

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