

# LESLIE FONSECA

Graphic Designer | Miami, FL

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## EDUCATION

**Parsons School of Design |  
New York, NY**

Communications Design | BFA  
August 2020- May 2024

**National Merit Scholarship Recipient  
2020-2024**

## SKILLS

After Effects, Illustrator

Photoshop, Indesign

File Preparation & Optimization

Preflight & Quality Control

Typography & Layout Design

Color Theory & Management

Figma

Procreate

Blender

Brand Identity Design

Print Design

Logo Design

Typography

Layout Design

## PROFESSIONAL EXPERIENCE

**Pre Press Designer | The Printers Consultant**

December 2024 - Current

Utilized Adobe Creative Suite to design, align, and prepare production-ready files for print and digital materials including signs, banners, marketing collateral, in-flight materials, and branded merchandise for high-profile clients such as Telemundo, Bad Bunny, Miami and International Airport (MIA), Collaborated with clients, production teams, and cross-functional stakeholders to troubleshoot design issues for print production and digital outputs.

**Graphic Designer | Arise Miami**

December 2024 - Current

Create branded visual content and promotional materials to support church ministries, youth programs, and community outreach initiatives. Design engaging flyers, digital adverts, social media graphics, and print collateral that effectively communicate event details and inspire community participation. Collaborate with ministry leaders and event coordinators to understand target audiences and develop designs that align with messaging goals and values.

**Student Designer | The New School**

August 2022 - May 2024

Designed on-brand visual assets for student organizations, health initiatives, and campus-wide events to enhance community engagement and drive event attendance. Developed integrated digital and print marketing materials including social media graphics, event flyers, banners, signage, and promotional collateral aligned with The New School's brand guidelines.

**Design Intern | Apple**

June 2023 - August 2023

Designed on-brand materials including in-store visual merchandising, environmental graphics, signage, digital content, and promotional collateral that aligned with Apple's brand guidelines and retail design standards. Participated in brainstorming sessions, critiques, and team reviews while contributing creative ideas and iterating on designs based on feedback from senior team members.