

LESLIE CAROLINA FONSECA

Graphic Designer based in New York City

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Experience

The New School— Events and Graphic Design Specialist

August 2023- May 2024

Designed promotional materials, like posters and digital content aligned with the university's branding standards to convey health messages. Close collaboration with health professionals and the marketing team was essential to develop impactful campaigns showcasing the center's services. Built strong relationships with campus organizations to maximize event outreach.

Apple—Design Intern

June 2023- August 2023

Directly worked with Apple's Marcom retail design team on campaign projects for Apple's retail stores. Collaborated with cross-functional teams to conceptualize and execute design solutions, demonstrating proficiency in design software.

The New School—Graphic Designer

August 2022- May 2023

Contributed to various design projects, including event posters and website assets. Collaborated with teams to ensure design consistency and alignment with organizational branding, enhancing the center's visibility and promoting community engagement.

Education

Parsons School of Design

August 2020- May 2024

BFA in Communications Design

GPA 3.8

Merit Scholarship Recipient

4x Dean's List

Skills

Creative

Branding, Editorial design, Illustration, Web Design, Motion design, Animation

Software

Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Blender

Activities

Meso American Carribbean Cultures President

2023-2024

Led organization focused on Latinx students, and organized cultural events, educational workshops, and social activities that celebrated Latinx heritage