

Leslie Carolina Fonseca

Multidisciplinary Designer

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Relevant Experience

Freelance — Graphic Designer
July 2024- Current

- *Edited and retouched high-resolution images of artwork, ensuring accuracy in color representation and visual appeal for both digital and print formats.
- * Provided ongoing support and updates to the artist's website, including troubleshooting technical issues and incorporating feedback from the artist.

MICCI — Organization President
March 2023- May 2024

- *Led the cultural club's strategic planning and execution of events aimed at celebrating and promoting Latino heritage and fostering community among Latino students.

Skills & Expertise

Creative: Typography, Layout Design, Print Design, Art Direction, Print Making, Branding, Color Theory, Animation, Presentation Design, Motion Design

Software: Adobe Creative Cloud, Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, Blender, Keynote, HTML, CSS, Keynote, Procreate

Professional Experience

The Electric Outlet — Graphic Designer
July 2024- Current

- *Designed engaging social media graphics and infographics, driving a significant increase in online engagement and follower growth.
- *Directed a full rebranding initiative, developing a new visual identity that aligned with the company's sustainability mission.
- *Translated complex sustainability data into clear, impactful visual formats.

The New School — Graphic Design and Events Specialist
August 2023- May 2024

- *Reviewed and provided detailed feedback on design drafts, facilitating iterative improvements and final production quality.
- *Coordinated design and production processes for various print and digital assets, ensuring adherence to brand guidelines and project requirements.
- *Managed the scope of work and project timelines for graphics projects, including documentation and fabrication support.

Apple — Marcom Design Intern
June 2023- August 2024

- *Collaborated in brainstorming sessions to generate ideas for seasonal campaigns.
- *Assisted in creating in-store graphics, signage, and digital content, ensuring alignment with Apple's brand guidelines and retail objectives.

Education

Parsons School of Design — Bachelors of Fine Arts in Communications Design
August 2020- May 2024

GPA: 3.8, 4x Honors Recipient, Merit Scholarship Recipient