



BRAD DELEONE DESIGNER

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WORK EXPERIENCE

UNITED STATES LIABILITIES INSURANCE GROUP (USLI) – WAYNE, PA

Junior Designer, September 2016 – Present

- Create, refresh and maintain promotional materials for both print and digital media platforms while adhering to and expanding on the necessary branding guides
- Assist with creating, printing, and managing marketing, presentation and conference materials and slides
- Generate, maintain, and update professional and effective products and services for internal and external customers, company invitations, office signage and art, etc.
- Code and design email blasts for internal and external messaging reaching lists totaling over 70,000 recipients
- Conceptualize and edit various motion graphics and videos promoting products and services
- Coach, and lead college-level interns of various levels through multimedia projects and tasks while facilitating the training of department-wide new hires
- Translate complex principles, data and insurance-based knowledge into creative solutions, effective graphics and easy-to-follow training materials for customers, new-hires and leaders company-wide
- Develop and maintain impactful social media campaigns and graphics for various products, events and teams
- Curate the customer newsletter while implementing and designing engaging content, graphics and modern material
- Collaborate as lead designer with Breastcancer.org to head the Baskets for Breast Cancer and October Together initiative; developed company auction sites, branding, motion graphics, social media posts, collateral and promotional material
- Partner as lead designer with Villanova Men's Basketball on the Hoops for Haiti initiative; created high-quality branding, promotional material, assets and motion graphics for the Wells Fargo Center in Philadelphia and the Finneran Pavilion

SALT PERFORMING ARTS – CHESTER SPRINGS, PA

Graphic Artist, July 2016 – Present

- Generate and edit creative solutions for virtual events and full-length virtual productions and cabarets throughout 2020
- Design custom artwork for 2016 and 2017 season shows which sharpened and impacted overall brand
- Collaborate with printers to ensure completion and delivery of production materials (signage, show programs, etc.)
- Assist marketing leaders to customize social media posts, graphics, event designs and materials while also co-managing the social media platforms
- Partner with the technical director to curate digital content for social media platforms including mixing audio, filming, photographing, producing and editing video

COMCAST SPOTLIGHT – BALA CYNWYD, PA

Graphic Design & Marketing Intern, March 2015 – September 2015

- Designed, developed, and curated digital banner ads (static and flash) for local and regional accounts
- Reinvented, updated, and designed large, client-facing marketing collateral and direct-mail materials
- Developed presentations for high-performing interactive campaigns (ex. Saatchi & Saatchi – Toyota, Dunkin' Donuts)
- Created and produced invitations to internal and external client events (AMC's The Walking Dead, Serena Williams, Food Network, NYC Wine & Food Festival)

EDUCATION

DREXEL UNIVERSITY – PHILADELPHIA, PA

Bachelor of Science: Graphic Design – June 2016 | Minors: Marketing, Art History

SKILLS

SOFTWARE – Adobe Creative Suite, Acrobat, After Effects, Bridge, CSS, Dreamweaver, Final Cut Pro, Flash, HTML 5, Illustrator, InDesign, Javascript, Keynote, Lightroom, MailChimp, Microsoft Office, Photoshop, Portrait Pro, Premiere Pro, Sharepoint, Windows, Wordpress

GENERAL – Adaptability, Attention to Detail, Audio Mixing, Branding, Collaboration, Color Theory, Communication, Content Management, Customer Service, Data Visualization, Environmental Graphic Design, Illustration, Leadership, Logo Design, Marketing, Photography, Problem Solving, Project Management, Publication Design, Social Media Marketing, Time Management, Typography, Video Production

ACTIVITIES

NY Musical Festival/Philly Fringe Festival/A-1 Entertainment/Ephrata PAC/SALT PA/Facetime Theatre/T&C Players Performer, November 2013 – Present

SALT Performing Arts

Contractual Set Designer, March 2016 – October 2017

Drexel University Theme Park Engineering & Design

Member, September 2012 – June 2016

Drexel Undergraduate Student Government Association

Member, College of Media Arts & Design Representative, September 2012 – June 2014

AWARDS

PHILADELPHIA MUSEUM OF ART COLLAB: SELF-BRANDING – Third Place, Fall 2015

DREXEL UNIVERSITY DEAN'S LIST – Fall 2012 – Spring 2016

DELTA EPSILON IOTA, ACADEMIC HONOR SOCIETY – Inducted Spring 2014