



BRAD DELEONE DESIGNER

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WORK EXPERIENCE

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

Junior Designer, September 2016 – Present

- Create, support, and maintain promotional materials for both online and print platforms
- Assist with creating, printing, and managing marketing and presentation materials and slides
- Generate, maintain, and update professional and effective products and services, promotional materials for internal and external customers, company invitations, signage, etc.
- Code and design email blasts for internal and external messaging reaching lists totaling over 55,000 recipients
- Coach, train, and lead college-level interns on a variety of multimedia projects
- Develop and maintain social media campaigns and graphics for various products and teams
- Lead team in long-term design projects (Baskets for Breast Cancer, Renewed You)
- Partnered and collaborated with Villanova Men's Basketball on the Hoops for Haiti initiative by developing branding, promotional material and motion graphics for the Wells Fargo Center and the Finneran Pavilion

SALT PERFORMING ARTS – CHESTER SPRINGS, PA

Graphic Artist, July 2016 – April 2017

- Designed custom artwork for 2016 and 2017 season shows and sharpened overall brand
- Collaborated with printers to ensure punctual completion and delivery of production materials
- Assisted marketing leaders to customize social media posts, designs, and material
- Filmed, produced, and edited 10+ promotional videos to market each show

COMCAST SPOTLIGHT – BALA CYNWYD, PA

Graphic Design & Marketing Intern, March 2015 – September 2015

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

FACETIME THEATRE – PHOENIXVILLE, PA

Graphic Designer, July 2012 – July 2016

- Designed and created original promotional material, programs, and logos for events and performances
- Commissioned by the Facetime Theatre board to develop and design a new branding system
- Collaborated with printers, developers, and screen-printers to produce and deliver programs, t-shirts, and collateral

EDUCATION

DREXEL UNIVERSITY – PHILADELPHIA, PA

Bachelor of Science: Graphic Design – June 2016

Minors: Marketing, Art History

SKILLS

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

Branding, Color Theory, Communication, Environmental Graphic Design, Illustration, Logo Design, Marketing, Problem-solving, Publication Design, Social Media, Typography

ACTIVITIES

NY Musical Festival/Philly Fringe Festival/A-1 Entertainment/Ephrata PAC/SALT PA/Facetime Theatre 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