

Lesly Limon

Designer with a background in Art Direction and UX Design.

LeslyLimon.com

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EDUCATION

M.S. User Experience Design

Kent State University | GPA: 3.97
Aug 2020 - Aug 2022

B.A. Double Major: Graphic Design/Organizational & Corporate Communication

University of Texas at El Paso
Jan 2012 - May 2015

A.A. Mass Communication/Journalism

El Paso Community College
Aug 2009 - Dec 2011

SKILLS

Design

Prototyping, Wireframing, Animation, Visual Design, Design Systems, Illustration, Art Direction, Packaging, Digital Design, Web Design, Print Design, Typography, Branding & Identity, Pre-Press

Research

Competitive Analysis, Journey Mapping, Storyboards, Usability Testing, Content Analysis, Contextual Inquiry, User Research, Information Architecture, Sitemaps, User Flows

Tools

Figma, Sketch, Invision, Adobe XD, Zeplin, Photoshop, Illustrator, InDesign, After Effects, Keynote, Miro, FigJam

Programming

HTML, CSS, JavaScript

EXPERIENCE

Freelance Art Director & Designer

Jan 2010 - Present | Los Angeles, CA

- I work with various agency, in-house, and startup clients providing a range of services from Art Direction, digital design, packaging, illustrations, and UX Design. **Select Clients include:** Papa & Barkley, Vive Cosmetics, Live Tinted, and Thread Beauty.

Senior Designer

Mar 2019 - Feb 2021 | Milani Cosmetics | Los Angeles, CA

- Led and conceptualized rebranding for the company on a global scale. Redesigned brand assets after conducting extensive brand research in order to refresh the brand and appeal to a younger audience demographic.
- Designed the first limited edition collections for the brand – including collaborations with celebrities and influencers – which boosted overall sales, along with brand awareness.

Designer

May 2018 - Mar 2019 | Wet N Wild Cosmetics | Los Angeles, CA

- Responsible for crafting a unified image for the brand globally across digital and print platforms for various products and campaigns. Created assets for digital campaigns, product launches, social, web, ads, PR kits, 3D renderings, packaging and more.
- Spearheaded Art Direction for the 2019 Halloween Fantasy Makers campaign. Worked cross-functionally with project managers, models, photographers, and makeup artists on set as well as conceptualized packaging and digital assets.

Lead Designer

Oct 2015 - May 2018 | Hatchbeauty Agency | Los Angeles, CA

- Oversaw several global agency brands and conceptualized designs from concept to completion – including website & landing page design, decks, print and digital ads, animations, branding, mockups, packaging, in store displays and more.
- Managed and mentored junior designers while working collaboratively with project managers and cross-functional teams to complete all program deliverables on time.