



LEANNE ARANADOR

ARTIST + GRAPHIC DESIGNER

Los Angeles, CA

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leannearanador.com

@leannearanador

EDUCATION

Associate of Arts

Visual Communications

(Magna Cum Laude)

FIDM / Fashion Institute of Design & Merchandising
Los Angeles, CA

COURSES

Web Fundamentals

Art Center College of Design
Pasadena, CA

Typography

Otis College of Art + Design
Santa Monica, CA

Graphic Design

Central Saint Martins
London, UK

Fashion Communication

Central Saint Martins
London, UK

SKILLS

Photoshop

Illustrator

InDesign

PremierePro

VOLUNTEER

Iridescent Women

Board member

April 2020 - Present

Treasures NYC

Director of Sponsorships

December 2016 - March 2020

ABOUT ME

I am a transformer. I leverage my talents and experience as an artist and graphic designer to:

- Transform images and advertisements into singular works of art.
- Transform daily sightings into playful illustrations.
- Transform each client's vision into one-of-a-kind creative digital and print assets.

Partner with me and experience transformation.

WORK EXPERIENCE

ARTIST + GRAPHIC DESIGNER

FREELANCE » JULY 2013 - PRESENT

- Direct and lead the overall visual appearance and brand development of clients' brands and organizations with clarity, intention and authentic storytelling through digital and print assets
- Comprehend, research and translate clients' underdeveloped ideas and concepts into imagery to create visual solutions that have an instant, positive impact on consumers
- Communicate and provide awareness of current trends and competitor research to strengthen their brand's image and deliverables
- Utilize self-sufficient systems and solutions for solo-preneurs to thrive and produce engaging, consistent content including Canva, Mailchimp, Later
- Help existing brands refresh their look with innovation and wonder while staying consistent to their voice and mission
- Provide impactful, emotive one of a kind artworks that capture the true qualities and quirks of each client and subject through a unique artistic style involving free-hand collaging and surrealism-inspired doodling

KEY CLIENTS: Tribe Creative NYC, Fred and Far, Iridescent Women and She Is Free

- Contributed to the confident launch of 14 individual women-owned brands by providing brand identities and logos that clearly articulated each brand's ethos
- Created iconic and identifiable branding and packaging design that resulted in a seamless customer engagement experience that accelerated the growth of Fred and Far's community from zero to 37K followers, and increased sales from zero to \$500K in less than one year
- Designed a striking, inviting and easily detectable logo and branding guide that directed the overall graphic treatments that contributed to a dynamic online platform that hosts over 4.3K users for Iridescent Women
- Collaborated on the creative direction for She Is Free's three day conferences, by providing a curated and attentive experience for 1K+ attendees through deliverables for set design, event design, merchandise design, and marketing strategies

(Work Experience continued on page 2)



WORK EXPERIENCE

GRAPHIC DESIGNER

LIBERTY CHURCH » NEW YORK, NY, APRIL 2016 - FEBRUARY 2020

- Strengthened brand identity by creating continuity between in-person events, ministries and digital platforms with informative, stylized content including: editorials, promotional pieces, email marketing and social media content
- Conceptualized and designed specialized campaigns for seasonal events like, Easter Sunday, Christmas Events, Legacy Offerings, and Outreach Events
- Collaborated with the creative director, lead pastors, community pastors, ministry directors and video teams to best communicate their goals and needs
- Developed quarterly creative solutions for the business, women's, men's, children's, and leadership ministries to ensure that every branch of their organization reflected their mission and values and remained on brand

ASSISTANT TREND COORDINATOR

FOREVER 21 » LOS ANGELES, CA, NOVEMBER 2014 - FEBRUARY 2015

- Supported the art director by working closely with cross-functional teams on fresh ways to bring editorial concepts to life in a manner that is on-brand yet innovative
- Reported on current industry trends and curated the latest inspiration in global trends that were relatable to the brand's target audience, to assist the art director in the creation of dynamic, seasonal campaigns
- Produced monthly and seasonal presentations of research and analysis, to deliver internally to Forever 21's E-commerce's photography, styling, merchandising and graphics teams

ART DIRECTOR

WRITE IN COLOR, INC. » SANTA MONICA, CA, OCTOBER 2013 - OCTOBER 2014

- Strategically developed branding guidelines for companies to flourish in their industries and create concise, compelling content for every line of communication
- Brought design expertise and communication skills to assist in the development of their brand's narratives
- Rendered creative ideations with a mix of design skills and commercial awareness to produce including logos product mock ups and promotional items that contributed to the expansion of the brand's vision and potential

EXECUTIVE ASSISTANT DESIGNER

DISTRICT HOMME » LOS ANGELES, CA, OCTOBER 2012 - OCTOBER 2014

- Assisted with daily admin tasks such as maintaining website, social media platforms, scheduling and coordinating appointments with suppliers, tailors, clients and stylists
- Prepared tech packs with excellent attention to detail and contributed to the sourcing of desired fabrics and trims
- Managed communications and coordinated scheduling between designer, stylists, manufacturers, tailors and clients
- Designed email marketing, media kits, and look book visuals to better communicate the brand's services, offerings and accomplishments
- Contributed new concepts and ideas to establish a creative, positive work environment

ADDITIONAL EXPERIENCE

FOUNDER + DESIGNER

LADORU, LLC » NEW YORK, NY, JANUARY 2018 - PRESENT

- Oversee daily and long term operations to keep track of the big picture, identify potential areas of improvement, and find solutions to maximize efficiency and revenue
- Build sustainable relationships of trust through open and interactive communication with customers
- Develop and implement multifaceted marketing initiatives across various social media channels and Klaviyo, an email marketing platform, to increase the growth of the Ladoru community and generate revenue
- Discover local and international sources that supply quality materials to provide dynamic products
- Design wearable art that inspires closets and minds which include graphic artwork and hand-painted designs