

# Leaha Blair

GRAPHIC DESIGNER & HAND LETTERING

[www.leahablair.com](http://www.leahablair.com)

610.342.6754

[leahablair@gmail.com](mailto:leahablair@gmail.com)

## WHAT I'M MADE OF

I am a passionate conceptual thinker who believes in a positive attitude and the freedom to explore fresh ideas. Excellent time management and works well independently or in a team. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Bridge) and basic knowledge of HTML5, CSS, and motion graphics. Described as hard working, caring, witty, and stylish. Former colorguard performer and sewer of cosplays.

## EDUCATION

Kutztown University of Pennsylvania  
**Bachelor of Fine Arts, Communication Design - Magna Cum Laude - May 2016**  
Concentrations in Advertising and Interactive Design

## ACCOMPLISHMENTS

**CAPSLOCK Art Show**  
*Reflections*  
Mulberry Art Studios, 2023

*Drop Caps Series*  
Lancaster, 2022

**One Club Student Showcase**  
*Special Effects Video*  
New York City, Spring 2016

**Designathon** - Spring 2014 and 2015  
A 24-hour collaborative freelance event to create pieces for local non-profit organizations. Role as graphic designer and interactive designer consisted of logo design, website build, and presentation boards.

## DESIGN EXPERIENCE

**Sr. Graphic Designer at New View Gifts & Accessories**  
Oct 2020 to Present

Created new designs for home goods vendors for all seasons and holidays using typography and art. Followed trend boards for themed displays or created moodboards that reflect rising trends. Fabricated new item formats to pitch to buyers. Broke down construction details for manufactures. Switched to the jewelry team designing DIY charms, pendants, earrings, pin, patches, and craft kits.

**Digital Designer at Pep Boys**  
July 2018 to March 2020

Part of the in-house digital team tasked with building landing pages, emails, and web assets. Was part of the rebranding process including creating templates and updating existing web pages to create a cleaner, modern feel. Created print ads and mailers and packaged deliverables for the printer.

**Creative Services Manager at Content Watch**  
June 2016 to July 2018

Created web and social media imagery for a startup to increase sales. Designed weekly emails and flash sale promotion campaigns. Was promoted from intern, to designer, to lead graphic designer in charge of all email aspects from design to send and over saw design of social media imagery. In charge of new website design and improved UX. Created joint branded documents for an International Phone Carrier to be displayed on their website. Instructed brand practices to design interns.

**Internship at Lehigh Mining and Navigation**  
Spring 2016

Assisted with editorial design, identity branding, logo updating, and event signage under supervision of an Art Director while learning about client relations and workflow.