Leon Loga
Senior Graphic - Visual Designer

Summary

Excellent Sr. Graphic Designer who offers years of experience providing design services to companies and not-for-profit organizations in the United States. Background encompasses research, concept consumer design and brand strategy, data visualization, package and label design, sing and structural design, production design, web design, and computer troubleshooting, information or interface design, human-computer interaction, design planning, e-Learning layouts, and UI design. I have designed and produced various forms and a multitude of forms management programs. This includes pin-fed continuous forms, NCR carbonless forms, snap forms, flow-sheets, custom die-cut forms, electronic forms, barcoded forms, and many others. Have solid artistic and design experience that excels in leading teams. Works effectively as an individual, a team member, B2B environment, and BI Reporting Tools in devising and creating visually appealing designs. As a designer I always would be able to tune up myself in a new place of work based on companies compliances, responsibilities and project orientation. Of course, my portfolio reflects the work I did during my working experience and can't cover the all subject and object perspective layouts for the particular position I will apply for. But as a designer I can quickly switch myself to the correct path of particular subject orientation during the design process and do the best possible design work in the end.

Portfolio: leonlogadesign.epizy.com (graphic design)
http://leonloga.byethost6.com (digital interface design)

Skills
- Proficient in Adobe Suite CS6 including Photoshop CS6, Illustrator CS6, InDesign CS6, Acrobat,
- After Effects on Mac/PC platform.
- Familiar with digital mailers, advanced knowledge in Adobe XD, Sketch, Figma, Adobe Flash CS6.
- Proficient in Digital media, Corel Draw X6, Creative design layouts, Dreamweaver, Power Point, Proficient in Complex problem solving.
- Proficient in MS Word, Excel, Outlook, Superb eye for detail.
- Proficient in Interactivity and Web design, Customized template design, Print advertisements, Data Visualization.
- Have Excellent Communication skills, Proficient to Publish websites using FTP.
- Proficient in Branding and strategies thinking, advanced knowledge in HTML5, CSS3.

Professional Experience

Logadesign, Inc. PA

Sr. Graphic Designer (Subcontractor)   **Feb 2022 - June 2023**

Created and designed various graphic and visual applications for different events in the local community. Incorporated design in various promotional layout systems for print and web.

Mrcsign, West Chester, PA

Sr. Graphic Designer (Subcontractor)   Nov 2021 - Dec 2021

Worked on short several sign design projects included but not limited to edit existing options and set up a new one based on customer needs and show more than a several design fabrication options due to material usage, faster fabrication and cost of signage. The projects included but not limited to create a new sign design layouts, renderings, shop drawings, full scale fabrication, layouts editing and revisions. Utilized the following softwares (Corel Draw, Adobe Creative Suite CS6)

Logadesign, Inc. PA

Sr. Graphic Designer (Subcontractor)   Sept 2020 - May 2021

Created and designed various graphic and visual applications for different events in the local community. Incorporated design in various promotional layout systems for print and web.

Intellidrives, PA

                                                                                        Jan 2020 - April 2020

Sr. Visual Data Designer (independent contractor)
Responsibilities:
- Created visual data presentation layouts for Motion and Automation Control System that is used in manufactures linear actuators, XY tables and rotary tables for government, science and research institutions.
- Possessed a framework of processes in which usability goals, user characteristics, environment, tasks and workflow of a product, were a key at each stage of the design process.

myremotedevelopers.com (offsite freelancer)   Oct 2019 - Nov 2019

Sr. Graphic Designer
Responsibilities:
- Conducted research sessions and quickly and accurately summarized the feedback.
- Collaborated with product owners and managers on product hypotheses.
- Created conceptual wireframes and sketches to generate new product ideas.
- Stayed abreast of emerging design/industry trends.
- Always have the ability to learn a lot quickly.

Intellidrives, PA

                                                                                        May 2019 - May 2019
                                                                                        Sept 2018 - Jan 2019

Sr. Visual Designer / Graphic Designer

Responsibilities:
- Created visual data presentation layouts for Motion and Automation Control System that is used in manufactures linear actuators, XY tables and rotary tables for government, science and research institutions.
- Created storyboard layouts for motion presentation.
- Summarized data visualization layouts and used them for high-fidelity interface prototypes.

- Conducted research sessions and quickly and accurately summarized the feedback.
- Continue to look for a new local opportunity or nearby my state.

myremotedevelopers.com   **Dec 2017- March 2018**

Sr. Visual Designer / Graphic Designer / UI Designer

Responsibilities:
- Created and designed interface mockup layouts for Personal Financial application including layouts for mobile interface and desktop / laptop. Researched a variety of materials and information prior to set up a design. Worked in conjunction with team members and product owners to accumulate any necessary feedback for final output.
- Picked up training and online courses to further educate myself relative to the job market. Actively communicated with stuffing agencies and recruiters in order to be visible in all aspects of my professional skills and experience. Updated my portfolio website. Continue to look for a new local opportunity or nearby my state.

American Water, Woodcrest, NJ   **Aug 2017 – Oct 2017**

Sr. Graphic Designer / Presentation Designer / Interactive Designer

Responsibilities:
- Worked with team members including Owner, Product Product Architect, UX Architect, and Onsite BA/Scrum Master in redesigned intranet interface by helping with wireframe hand sketches, sitemaps, process maps, feature lists, mockups, UI specifications, conceptual digital presentations and persona highlights based on multiple meeting's agenda and regulations at American Water Company.
- UX research including persona interview with the new hired company employee, participating in companies meeting with project managers. Obtained information used to develop UI intranet design within a group of team members.
- Analysis of various departmental and corporate-wide forms.
- Designed hundreds of forms from a blank page to multi-level, functional forms.
- Consolidate and redesign forms and produce artwork for printing vendors.
- Utilized various OCR/ICR software and applied form identifying barcodes.

Logadesign, Southampton, PA (freelancer)   **June 2017- July 2017**

Art Director

Responsibilities:
- Do freelance jobs related to user interface design with every personal information deliverable for e-money Advisor product owners. Set up UI adaptive design based on User Experience research information and comments.
- Meet with various departments and committees to gather needs and process analysis of various departmental, and corporate-wide forms.

Off The Wall, Telford PA (contract)   **Dec 2014 - March 2017**

Sr.Graphic Designer / Interactive Designer

Responsibilities:
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities including retail e-commerce layouts.
- Injected user-experience and print design into dozens of Web properties for major groceries stores such as Giant, Shoprite, Whole Foods, B'J, as well as retail stores such as Dollar General and Office Max etc.
- Communicated with other designers, Marketing Department, Developers in order to synchronize each step of design deliverables. Helped and lead them if software and design questions arise.

- Participated in meetings every two weeks in order to maintain accurately updated information for workflow processes such as persona highlights, marketing and new products highlights and updated interface design accordingly.
- Led Design Team if necessary to accommodate projects on-time and on budget.
- Set up data visualization, concepts, hi-fidelity mock-ups, and other deliverables as well as Designed Screens, Style guides and Creating Prototypes, as well as application design for Android, IOS and Mobile.
- Communicated and conducted with a company Marketing Department in business relation with product owners to find out research and implementation for User Experience. Obtained information used to develop the right hierarchy UI and UX design system for user flow.
- Set-up e-Learning graphical layouts with a content for Cashier-Self Checkout tutorial, Cashier 1 - Job Overview tutorial, Cashier 2 - Shift Procedures tutorial. These self-courses helped fascinate cashier grocery employees to be more productive in their workplaces.
- Designed hundreds of forms from a blank page to a multi-level, functional forms.
- Utilized various OCR/ICR software and applied form identifying barcodes.
- Updated, revised and designed food labels and packages, price stickers, inserts, wallpapers, sign pages.
- Familiar with GMP facilities.

Eastern Sign Tech, Burlington, NJ (contract)   **Nov 2013 – Dec 2014**
Sr. Graphic Designer / Interactive Designer
Responsibilities:
- Responsible for working with stakeholders and project owners in a lead role to drive projects forward through the UI Process, including ideation, data visualization, concepts, hi-fidelity mock-ups, and other deliverables.
- Led user research and executed usability studies to derive valuable customer insights. Identified opportunities to involve the user in the UI process, conduct testing and participatory design sessions, and communicate learning to the larger team.
- Established design principles and techniques that enable agile product development. Produced design deliverables such as sketches, scenarios, wireframes, visual design and prototypes. Helped define and maintain a global patterns and guidelines library.
- Translated business needs and requirements into excellent customer-centric solutions that are designed responsively and device agnostic.
- Mentored other designers due to the absence of a supervisor.
- Worked on E-Commerce Sites. Designed applications for Android, IOS and Mobile. Set-up e-Learning graphical layouts with a content for fabricators and installers including their safety issues, their tools, crane operator training, forklift training and driving, Aerial lifts training and driving.
- Conducted with the Marketing Department in order to find out and accumulate the best possible scenario for sitemap and user flow based on my personal and department User Experience research. Site map and fireframes were adjusted accordingly prior to UI design.
- Spec and prepare all forms for printing vendors.
- Implemented and managed form numbering systems for identification, inventory control and fulfillment purposes.
- Designed and implemented product labeling and packaging graphics.
- Made all revisions to all forms across all departments.

Logadesign, Southampton, PA (contract)   **Nov 2012 – Nov 2013**
Sr. Graphic Designer
Responsibilities:
- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Designed and created wireframes, sitemaps and visual design components including iconographies.
- Maintained consistent use of graphic imagery in materials, iconography and other marketing outreach.

- Generated new ideas with limited direction and varied internal client needs.
- Generated detailed specs of final designs.
- Updated and maintained graphics library records.
- Designed aesthetic layouts for direct mail advertising material. Executes an initial idea visually from the conceptual stage, through to production
- Created and resized images for wireless carrier delivery.
- Updated user interface, tools and web pages to meet branding guidelines and web best practices for www.leonlogadesign.com.
- Created visual interface applications for Desktop, Mobile and Tablets.
- Worked on E-Commerce Sites.
- Did User Experience research on my own to accumulate and collect any necessary information which can be used in product owners interface design for correct user flow.

Education Testing Service, Princeton, NJ (contract)   **Dec 2011 – Oct 2012**
Graphic / Visual Designer / Interactive Designer
Responsibilities:
- Created and designed graphic items for a variety program in the Education Testing Service at Assessment Department.
- Incorporated these graphics into Word documents, Internet Based Information System (IBIS), and TCS Workspace.
- Created aesthetically-pleasing artwork that complemented the products according to program standard style.
- Utilized Microsoft SharePoint to organize and manage users' information and to organize and store documents to enable personal productivity, keep teams in sync, and projects on track.
- Programs include SAT I and II, PRAXIS, GRE, TExES, NJ Department of Education, PARCC and others.
- Each program accumulated itself drawing for calculus, geometry, algebra, physics, biology, economics, Music and language.
- Generated detailed specs of final designs.
- Set up graphical layouts for e-Learning material including high school teachers training course, college teachers training course to facilitate students in a more prominent way on particular project data. It is very important for teachers to be in step with new technologies. This will allow them to better understand their students who are actively browsing the web. It will focus on how e-learning allows educators to improve and develop their teaching styles. The layouts emphasized how online platforms can positively impact the professional self-development of teachers.
- Work closely with project leads/new product development teams in the creation, design and implementation of product labeling
- Created and designed marketing layouts for production including Power Point presentations.
- Created Forms Design (letterhead, envelope, stationary, work orders, estimate forms, etc.).
- Awarded "Employee of the Month, April 2012".
- Researched current and emerging art and graphic design technologies.
- Mentoring other designers due to the absence of a supervisor.

NOVA SIGN Group, Berlin, NJ (contract)   **May 2011 – Dec 2011**
Graphic / Visual Designer
Responsibilities:
- Created new color concept design for sign drawings.
- Set up fabrication drawings based on customers' budget requirements, and company installation Profitability.
- Set up design for digital graphics and cut/plot vinyl using ROLAND - 60" wide digital printer.

- Created Power Point presentations for signage marketing.
- Created Forms Design (letterhead, envelope, stationary, work orders, estimate forms, etc.).
- Updated and maintained graphics library records.
- Designed applications for Android, IOS and Mobile.
- **Softwares experience** (Adobe Creative Suite CS6, Dreamweaver, Corel Draw, MS World, MS Excel, PowerPoint).

Eastern Sign Tech, Burlington, NJ (full-time)   **Jan 2005 – Mar 2011**
Graphic / Visual Designer
Responsibilities:
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Set up 2D and 3D sign layouts for the first page in set drawings for presentations.
- Designed shop drawings utilizing engineering and architectural blueprint for detail attachment.
- Worked with estimator and project manager in order to solve any problems correctly on company's budget and on-time.
- Designed advertising, direct mail, folders with inserts, trade show banners, car wraps, posters, and Material wraps from concept through completion.
- Collaborated with project managers to gather requirements and integrate business objectives with customer needs during changeover Wachovia bank to Wells Fargo bank.
- Determine the development of scenarios, navigational structures, sitemaps, user flows, screen designs, functional templates, and prototypes during changeover Wachovia bank to Wells Fargo bank.
- Designed new concept color renderings for big outdoor stadium LED displays.
- Created and designed web motion banners using Flash, Dreamweaver softwares.
- Developed several marketing interactive projects for CD distribution.
- Marketed ETS through mobile visual design in creating layouts for company infrastructure and company's portfolio. Mobile layouts include: company logo, information, collateral material and other important documents.
- Set up layouts for Android Design. Experienced with Test Driven Development and visualization techniques using prototyping tools and libraries.
- Produced creative concepts, prototypes and storyboards to communicate solutions to core team
- and major stakeholders.
- Established design principles and techniques that enable agile product development. Produced design deliverables such as sketches, scenarios, wireframes, visual design and prototypes. Helped define and maintain a global patterns and guidelines library.
- Created PowerPoint presentations for signage marketing and ran blueprints layouts utilized Canon IPF8000S 42" - 36" wide format.

The University of the Arts, Philadelphia PA   **Jan 2003 – May 2003**
Lab Monitor
Responsibilities:
- Managed and troubleshot 18 computers and a scanner station.
- Provided student support in resolving technical issues.

Education / Training / Certification
Bachelor of Fine Arts in Graphic Design and Web Design, The University of the Arts, Philadelphia, PA.
Master of Fine Arts, Ukrainian Academy of Fine Arts, Kiev, Ukraine.