LEIGH C. THOMSON
CREATIVE LEADER, DESIGNER & EDUCATOR

Creative leader, designer and educator with 11+ years of experience developing successful brand strategies and award-winning visual communication.

SUMMARY

Extensive expertise in visual design and communication. Skills include branded systems, logo design, print collateral, package design, typography, web design and development, user interface design, photo editing, iconography, information architecture, wireframes, packaging prototyping and product development.

Considerable experience leading cross-functional teams, establishing collaborative problem-solving protocols and coordinating project workflow.

Thorough knowledge of brand positioning strategies and research methods that inform the design process.

Solid understanding of FDA and retail requirements for food, beverage and body care packaging.

Proven ability to develop and maintain client relationships through proactive communication and resourceful problem-solving.

Proficient in Mac OS, Windows, Adobe Creative Suite, MS Office, Keynote, PowerPoint, HTML, CSS, WordPress.

ACHIEVEMENTS

American Graphic Design Awards *GDUSA*   x14
American Package Design Awards *GDUSA*   x5
American Health & Wellness Awards *GDUSA*   x3
American Web Design Awards *GDUSA*   x2
ADDY® Awards *7th District AAF*   x3
ADDY® Awards *Savannah AAF*   x50+
ADDY® Best in Show *Savannah AAF*
SEED Awards *AIGA Atlanta*   x4
Award of Excellence *UCDA*   x2
Best New Packaging *Natural Products Expo*
Academic Tenure *Georgia Southern Univ.*
Award of Distinction in Creativity *Georgia Southern Univ.*
Honoree *Generation Next: Rising Stars in Business*

WORKS IN PUBLICATION

LogoLounge, Vols. 4, 8, 9 & 10 *Bill Gardner & Anne Hellman*   x7
Top 200 Packaging Design Worldwide *Lürzer's Archive Magazine*
1,000 Package Designs *Grip Design*
100's Visual Ideas: Packaging & Labels *Matt Woolman*   x2
100's Visual Ideas: Color Combinations *Matt Woolman*   x4

EDUCATION

2004 Master of Fine Arts, Graphic Design
      The University of Memphis
2001 Bachelor of Science, Printing Management
      Georgia Southern University

EXPERIENCE

2010 - 2016
Principal, Creative Director | Letr + Co.
Co-founded agency. Established and administered agency policies and procedures from ground up. Provided creative leadership, developed brand strategy and cultivated visual direction for all projects. Lead designer on top-tier projects.

Managed creative team of 4 and numerous independent contractors. Facilitated creative meetings and brainstorming sessions. Constructed project scopes, creative briefs, timelines and budgets. Coordinated production including sourcing, estimating and quality control.

Interacted with clients from initial needs-identification meetings to formal pitch presentations.

KEY PROJECTS:

Brasseler USA: Extensive rebranding of global dental instrumentation company including positioning strategy, logo, messaging, brand applications and standards manual. Organized internal brand relaunch and education.

Savannah Bee Co. Body Care: Development of natural body care line including logo, packaging and print collateral for placement in high-end retail locations nationwide.

Triscend[NP]: Rebranding of preeminent executive benefits provider to target consumers in the top-tier of the nonprofit sector. Included positioning strategy, logo, messaging, and brand applications.

2006 - 2013
Professor, Program Coordinator | Georgia Southern Univ.
Oversaw graphic design program serving over 200 students. Managed faculty and staff, course scheduling, hiring, equipment acquisition, budgeting and curriculum assessment. Developed actionable strategies to improve program operations, maximize budget and enhance student's learning experience. Coordinated two significant program curriculum revisions including design of curriculum content, comparative research analysis and implementation plan.

Taught over 20 courses and authored 13 courses at the undergraduate and graduate level. Provided academic and career advisement to 50+ students annually. Achieved tenure one-year ahead of schedule.

2006 - 2010
Independent Designer

2005 - 2006
Art Director, Lead Creative | Clark Creative