

LESLIE RIIBE

PORTFOLIO: leslieriibe.com
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SUMMARY

Creative, collaborative, disciplined and self-motivated Design Professional with 8+ years of experience. Created visual identities and marketing assets for non-profit organizations, businesses and artists.

- **Visual storyteller with an art and photo background:** AA in Graphic Design and Illustration combined with BA in Color Photography. Brings an artist's eye and innate marketing sense to all design projects, building compelling narratives to support client vision. Loves a good design challenge.
- **Excellent interpersonal, presentation and communication skills:** Clear, articulate and diplomatic communication style. Ability to work effectively with wide variety of personalities, cultural backgrounds, and professional needs. From making persuasive client presentations, requirements gathering, to waiting tables in upscale restaurants, demonstrated ability to establish immediate rapport and trust. Recognized as "a pleasure to work with...a talented designer and team thinker...a brand strategy and message contributor."
- **Solid technical skills:** InDesign, Photoshop, Illustrator, Word, PowerPoint, WordPress / Basic Understanding: HTML/CSS, email marketing software, Premiere Pro and After Effects, Sketchup. Intellectual curiosity and a proven track record of continual learning in typography, digital design, and creative arts. Knowledge of UX design principles and methodologies, co-created low-fidelity prototype for mobile app.
- **Well organized project manager:** Ability to finesse multiple tasks, prioritize, and complete projects under tight deadlines and within budget. Works well independently and as a collaborative team member. Unflappable.

EXPERIENCE

WEBER THOMPSON, SEATTLE, WA | 2014-CURRENT

Graphic Designer

Create tailored, compelling visual stories for clients and internal stakeholders at this full service architecture, interior design, landscape architecture and community/urban planning firm. Responsibilities include maintaining and enforcing production standards, building books for design presentations, interfacing with print vendors, maintaining and managing the visual database.

- **Collaborate with marketing coordinator** for development of project profiles for the website, award submittals, request for proposals and marketing brochures.
- **Support staff photographer** with photo styling on shoots and image editing
- **Recognized as innovator** and guardian of graphic standards, collaborating daily with architects, interior designers and landscape architects to maintain the firm's high quality graphics and books.
- **Assist with architectural plans and graphics** for mid-rise residential development projects, and assemble graphic packages for high-rise projects.

RECOMMENDATIONS:

"Leslie is a talented designer and team thinker. Her work always impressed our staff, to the point that we often had trouble choosing a design direction because all of her initial concepts were top-notch. She accepts criticism with grace and meets challenge with determination. Leslie was a valued member of our team, not only as a graphic designer, but also as a brand strategy and messaging contributor."

- Joan Stoekle UX Designer + Digital Strategist (formally with AIA Seattle)

"Professional, thoughtful, diligent, and exceptionally creative are words to describe Leslie. Working with her is a true collaboration; she is genuinely invested in understanding her clients, rather than influencing them, while still bringing her wonderful design sense to any project. She accepts feedback openly and graciously, clearly enjoys her work, and has elevated our graphic collateral to a level we didn't know was possible. I can recommend Leslie highly and she is always my first choice for our graphic design needs."

- Karoline Vass, Senior Communications Officer, Bill & Melinda Gates Foundation (formally with AIA Seattle)

"Leslie is an absolute pleasure to work with. During her tenure at AIA Seattle she elevated the AIA Seattle brand through her talented contributions, professionalism, commitment, delightful attitude, and hard work. Everything Leslie does is high quality and she was an asset to our creative team." - Kimber Leblieq, Managing Director, AIA Seattle

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AMERICAN INSTITUTE OF ARCHITECTS, SEATTLE, WA | 2012-2014

Graphic Designer

Oversaw concept, design and production of print and web graphics for 12 programs. Developed visual identity for the Explore Design Home Tour, the prestigious 2013 Honor Awards, educational forums, and membership campaign.

- **Developed secondary brand** color palette and complimentary typeface
- **Created relationships with print vendors** and negotiated cost savings

RIIBE DESIGN, SEATTLE, WA | 2009-2014

Freelance Graphic Designer

Clients and projects included:

- **Tom Douglas Restaurants , Seattle, WA (2009-2014)**
Produced numerous marketing pieces including postcards, recipe booklets, entryway signs, logos, menus, wine lists, gift cards, and catering brochure.
- **Crossroads Fund, Chicago, IL (2009-2014)**
Designed annual invitations, reply cards, envelopes, programs, and event signs for the yearly *Seeds of Change* gala for Chicago non-profit
- **Sasquatch Books, Seattle, WA (2009)**
Designed multiple pages of *Tall Skinny Bitter*, a book about coffee culture in Seattle, designed to convey a DIY look through illustration and collage.

PREVIOUS EXPERIENCE

TOM DOUGLAS RESTAURANTS, SEATTLE, WA | 2004-2014

Waiter – Lola, The Dahlia Lounge, Palace Kitchen

Demonstrated outstanding service, multitasking super powers, extensive food and wine knowledge, and grace under fire. Regarded as “go-to” from staff and management. Helped build and grow reputation of the organization.

EDUCATION, TRAINING AND AFFILIATION

Associate of Arts, Graphic Design & Illustration,

Seattle Central Creative Academy, Seattle, WA

Awarded James D. Hoyt Memorial Scholarship

Internship with *Seattle Met* magazine

Bachelor of Arts, Photography, Cultural Studies,

The Evergreen State College, Olympia, WA

Color Photography, French History & Language

Developed and taught a photography course for teens

UX Design, Data Visualization, HTML/CSS coursework

School of Visual Concepts, Seattle, WA

Member, AIGA, Seattle Chapter since 2006

TypeCon, Attendee, 2007, 2011, 2016

RECOMMENDATIONS:

“Leslie has raised the organization’s graphic representation to a whole new level. Her conceptual approach to a design problem, creates a solution that beautifully captures the essence of the program while clearly communicating a large amount of logistical information. Leslie’s ability to work with and adhere to tight budgets particularly warms my number-crunching heart. Additionally, Leslie has been an integral member of our team, bringing her professionalism, sense of humor, and diligence to all of our interactions. Leslie will be a tremendous asset to any creative and collaborative team with high standards for their design”
– Kristin Boyer, Controller AIA Seattle

“Leslie has done an outstanding job creating our annual event invitations and collateral for over five years. From concept sketches to final illustration and design, Leslie delivers attractive and accessible graphic design that represents the Crossroads Fund incredibly well to our audience. In addition, Leslie is an excellent communicator and has met our project timelines with ease. She is a personable, highly responsible contractor, and a pleasure to work with.”
– Sheila O’Donnell, Development Director Crossroads Fund

“Leslie is a customer service queen!...I am most impressed with her determination to pursue her passion in design while maintaining a first class work ethic at her job. We wish Leslie the best and she is welcome “home” anytime!!
– Tom Douglas, Tom Douglas Restaurants