

Mary LeShane

mleshane@gmail.com
marymakesdesign.com

Skills

Positive attitude
Problem-solving
Time management
Multitasking
Critical thinking

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe XD
HTML/CSS
Figma
Axure

Work Experience

Graphic Designer | *BJ's Wholesale Club*

Oct. 2023 – Nov. 2024

- Worked with multiple creative teams, project managers, and merchants to develop print and digital promotional assets.
- Created Smart Saver coupon books, Front of Club coupon books, digital books, and coupon mailers from Excel spreadsheet through print production. Smart Saver coupon books are 54-64 pages each and include hundreds of paper coupons, general merchandise features, and vendor supplied advertisements.
- Developed the brand identity and assets for the 2024 Free Turkey Thanksgiving promotion.
- Designed a wide variety of print and digital assets from in-club signage to paid advertisements.

Graphic Design Intern | *BlueSnap Inc.*

Jan. 2023 – Aug. 2023

- Assisted the Senior Creative Designer and the marketing team with the creation of print and digital assets which included one-pagers that promoted different company products and services, customer spotlights to showcase client success stories.
- Conceptualized and designed social media campaigns and infographics to drive website traffic.
- Redesigned social media and print templates to reflect new brand guidelines.

Project Experience

Marketing/Promotion Team Lead | *UML Art & Design Senior Exhibition*

Sept. 2022 – Apr. 2023

- Lead a team of 6 to conduct a marketing campaign to promote our BFA capstone exhibition.
- Strategized with faculty and connected with multiple departments within the University to advertise the event through multiple channels.
- Created a project brief to be submitted to our design intern to help her identify, contextualize, and produce assets to support our marketing goals.
- Conducted interviews with design intern candidates to assist with promotional assets.

Graphic Designer | *Dunkin' Joy in Childhood Foundation*

Jan. 2022 – May 2022

- Worked with the Dunkin' Joy team to produce a motion graphic video for the 2023 Dunkin' Joy Run.
- Facilitated weekly touch base meetings to show our progress and receive feedback from the Dunkin' Joy team.
- Created a pitch deck to align and display our goals and ideas.

Education

University of Massachusetts Lowell

Bachelor of Fine Arts in Graphic Design
Lowell, MA 2020 – 2023

Bunker Hill Community College

Concentration in Visual Design
Boston, MA | 2015 – 2019