

lesley guthrie

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EXPERIENCE

Freelancer, The Guthrie Partners CHICAGO, IL

owner, creative director 8.2008 — present

Current clients include: Toni Patisserie & Cafe, GoggleMate, Little Beans Cafe, The Village of Mount Prospect, JAM Entertainment & Creative Services, Mary Cook & Associates, GNMAA, and Bride Buzz.

At Last Marketing CHICAGO, IL

creative director 8.2006 — 5.2010

Oversaw all creative projects in tandem with Principal/Owner and managed all creative projects from concept to completion. Translated marketing objectives into creative strategies. Designed and developed a wide variety of deliverables including logos/corporate identity, branding, print design and web design. Worked directly with clients, and managed outside creative resources such as photographers, writers, developers, printers and other vendors. Organized and art directed all photo shoots.

Publications International LINCOLNWOOD, IL

art director-cookbooks 7.2005 — 8.2006

Designed and created concepts of cookbook interiors and covers. Responsibilities included initial concept sketches, computer generated compositions, and pre-press preparation of files.

Source Inc. CHICAGO, IL

intern 1.2004 — 6.2005

Assisted Design Directors on all projects including preparation for presentations to clients, internal presentations, design of labels, packages, and other design materials.

Donna Karan International NEW YORK, NY

design coordinator-licensing 7.1999 — 7.2003

Maintained creative corporate integrity across eight brands for international and domestic licensees. Organized and executed the process of reproducing the DKNY product in Asia and Mexico.

designer

Designed girl's woven garments for all size ranges: 7–16, mini 4x–6x, toddler 2t–4t, and infant.

EDUCATION

The Illinois Institute of Art CHICAGO, IL

BFA in Visual Communications 7.2003 — 9.2005

The Ohio State University COLUMBUS, OH

B.S. in Product Development and Evaluation, specifically Fashion Design 9.1995 — 6.1999

Parson's School of Art and Design PARIS, FRANCE

Semester program of intense study of the fashion figure, fashion illustration, design elements, and the History of European Costume SUMMER 1996

APPLICATIONS (MAC & PC)

InDesign | Photoshop | Illustrator | QuarkXPress | Microsoft Office

AFFILIATIONS | AIGA member since 2003

Chair of the AIGA Chicago Small Talk Series 2008–present

Member of The Greater North Michigan Avenue Association 2008–present

AWARDS | Winner of the 2008 American Graphic Design Award for

Think Creatively, Work Sustainably and Pretty in Pearl.

REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST