



Leah Sayles
Illustration & Design

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Education

University of Georgia
Bachelor of Fine Arts in Graphic Design

August 2016 | Athens, Ga, USA

Experience

Creative Professional // Illustrator & Designer

Leah Sayles Illustration & Design

Sole Proprietor | Atlanta, Ga | May 2018 – Present

Reimagine referenced concepts, brands, and other project goals and requirements to create clean, bold, and vibrant illustrations, layouts, and designs for a variety of education, publishing, small business, and individual clientele. Translate concepts into impactful visual representations that maintain the integrity of original concepts.

Utilize a multifaceted background of marketing, design, and illustration to create inspiring creative works that tell a story, communicate effectively, and inspire target audiences.

Provide creative expertise and work closely with clients, including in-house creative teams. Partner with clientele in order to foster an atmosphere of communication and trust, where feedback is welcomed and teamwork is valued, in order to create the best final products possible.

Work quickly and efficiently as an individual or team to meet deadlines, and work with the needs and potential revisions of the clientele in order to deliver high-quality, professional creative services while maintaining passion and enthusiasm for the designated project.

Consider and utilize practices of diversity, equity, inclusion, and unity to create visual works that are not only inspiring and imaginative, but accessible to a wide range of backgrounds.

Previous and current clients include:

Shenandoah Office of Marketing & Communications / 2018 – 2021

Raising Dem Girls LLC / 2020 – 2021

Shenandoah University Division of Student Life / 2018 – 2020

Lake Murray Country, South Carolina Tourism Board / 2018 – 2020

Paws & Relax, Atlanta Petsitting Services / 2019

Wolfie Did It Film Productions / 2019

40+ Individuals and Independent Clients / 2018 – 2020

Accomplishments

**Exhibitions, Events,
Mentorships, & Courses**

smART School Fall 2020 Mentorship

smART School Mentorship with
Scott M. Fischer & Greg Manchess
September 2020 - January 2021

Pow: The Art of Illustration

School of Visual Arts Continuing Education
Taught by Steven Brodner
June 2 - August 25, 2020

Careers in Illustration

School of Visual Arts Continuing Education
Taught by Grant Shaffer
July 9 - August 13, 2020

Illustration Master Class

Amherst, Maryland, USA
June 10 - 16, 2019

smART School Fall 2018 Mentorship

Mentorship with Terese Nielsen
September 2018 - January 2019

Marketing United Conference

Shenandoah University Student Life
Nashville, Tn, USA | April 2017

La Mostra Group Exhibition

UGA Lamar Dodd School of Art
Cortona Study Abroad Program
Cortona, Italy, EU | July 22 – 23, 2016

**S E V E N : A Graphic Design
BFA Group Exhibition**

Ciné: Independent Art House
Athens, Ga, USA | May 5 – May 9, 2016

UGA Watershed Group Exhibition

UGA Lamar Dodd School of Art
Athens, Ga, USA | May 4 – May 13, 2016

Featured Publications

**School of Visual Arts
ContinuED Newsletter**

'Covoirs' Art Published
Fall 2020

**Shenandoah University
Spring 2020 Alumni Magazine**

Portraits & Spot Illustrations
Spring 2020



Experience (cont'd.)

Student Life Communications Coordinator

Shenandoah University, Division of Student Life

Winchester, VA | August 2016 – February 2018

Build and maintain a recognizable and trusted Student Life brand by reinforcing the university's mission and vision. Utilize current and emerging communication practices including but not limited to social media, print and digital design, and photography.

Assist the five diverse Student Life departments to plan, market and manage special events/initiatives. Serve as the marketing professional for each department and provide creative expertise.

Maintain and create content for Student Life's electronic communication, including but not limited to the Student Life website, Your Student Life weekly newsletter, Facebook pages, and Twitter & Instagram accounts.

Serve as the graphic designer for the Division of Student Life. Create a variety of print and digital promotional materials for events and initiatives while following university branding guidelines. Design logos and produce templates for the Student Life staff as well as serve as a liaison with the university's Copy Center and local printing companies.

Serve as the primary photographer for Student Life. Publish images online and in print as well as maintain the Student Life image archive.

Teach and empower Marketing student workers and interns. Work with students to teach them effective marketing and communication skills, primarily involving photography, videography, social media, and basic design principles.

University of Georgia, Department of Recreational Sports

Marketing Department, Athens, GA

Project Manager 2014 – 2016

Graphic Designer 2014 – 2016

Special Events & Social Media Assistant 2012 – 2014

Special Events & Sports Photographer 2011 – 2014

Accomplishments (cont'd.)

Honors & Awards

Richard N. Johnson

**Cortona Studies Abroad \$5,000
Competitive Scholarship Recipient**

UGA Lamar Dodd School of Art
Athens, Georgia, USA
May 2016

**Design Finalist of the Watershed
UGA Stories Contest**

UGA Office of Sustainability
Athens, Georgia, USA
April 2016

**Top 100 UGA Student
Employee Award**

UGA Student Affairs
March 2015

Skills

Adobe Creative Cloud

After Effects / knowledgeable
InDesign / fluent
Illustrator / fluent
Lightroom / fluent
Photoshop / fluent
Premiere / knowledgeable

iPad Pro / ProCreate

Google Drive / Office

Microsoft Office

Professional Social Media

Tools & Mediums

Facebook
Hootsuite
Giphy
Instagram
Ow.ly / Bit.ly
Twitter
Snapchat

Organizations

Hire An Illustrator

Member Since September 2019

AIGA Atlanta

Member Since 2014