

# LEAH HENDERSON

614 747.1267

leah\_henderson@me.com  
henderson-digital.com

**As a creative leader and overall problem solver for the last 20 years, I have a strong passion for user-centered design and strategy solving business problems. I thrive in collaborative environments and carry a hands-on approach when supporting a team or teaching in the classroom.**

## TECHNICAL SKILLS

*Expert:* Adobe Creative Suite, InVision, Sketch, Google Suite, OmniGraffle, Loom, Canvas, Keynote

*Experienced:* Axure, Figma, Mural, Microsoft Office, Nova, Coda, HTML, CSS

## EXPERIENCE

### **Web Design Instructor** *The Modern College of Design, Kettering, Ohio 2018-Current*

As an instructor, I help define and teach the digital design curriculum, including all aspects of the medium from digital strategy, user experience, visual design, user testing, and coding. I established all User Experience based curriculum for our Associate's and Bachelor's program in synchronous and asynchronous formats.

### **Digital Strategy & Creative Consultant** *Dayton, Ohio 2014-Current*

As a multiple disciplined designer with a deep understanding of digital strategy, user experience, digital design, marketing campaigns, and social, I define successful user-centered client solutions. As a consultant, I support a range of clients from marketing agencies to small business owners and start-up initiatives.

### **Digital Creative Director**, *LMG Dayton, Ohio December 2017-December 2018*

As the creative director, my role was to lead all digital creative and strategic initiatives. I helped drive new business development while managing a team of six and educating our on-staff print designers to translate their skills into digital successfully. I encouraged our team to push past standard solutions and evaluate the entire problem to help successfully solve our client's challenge.

### **Digital Art Director** *LMG Dayton, Ohio 2014-2017*

As the design director, I lead the creative strategy and design. I infused both user experience and innovative design to support our clients locally and internationally, such as Synchrony Financial, Volunteer-Hub, Mathile Enterprise, Microsoft, PayPal, Good Samaritan Foundation, Bundy Baking, and Lexis Nexis.

### **Senior Digital Art Director**, *Moxie Columbus, Ohio 2012-2014*

Moxie acquired Shift Global in October 2012. I helped lead and collaborate on the content strategy, information architecture, design, and digital brand extension for various international and nationally recognized clients. I assisted in executing highly optimized websites and social media strategies, digital marketing materials, and mobile implementations. I influenced projects for clients such as Nationwide Insurance, Bacardi Global Brands, Repreve, Bob Evans, Thornton, and Cisco, among others.

### **Senior Communication Designer**, *Shift Global Columbus, Ohio 2004 - 2012*

As a part of the digital strategy and design team, I helped simplify structural and communication complexities for a range of global clients. These clients include Alliance Data, Dewar's Scotch Whisky, Bombay Sapphire Gin, BMW Financial, DSW Shoe Warehouse, Cardinal Health, and Similac. I saw projects from initial strategy sessions, established the IA and user flows, designed compositions, and completed production. I worked on various digital media from global websites, mobile applications, marketing campaigns, social strategies, program applications, videos, and more.

### **Graphic Designer**, *Cahan Creative Columbus, Ohio 2002 - 2004*

I collaborated on many print media factions such as identity design, branding development, and print collateral from initial brand strategy to conceiving, and execution.

### **Junior Graphic Designer**, *Ohio Magazine Columbus, Ohio 2001 - 2002*

I assisted with special sections in Ohio Magazine and managed and produced local publications for Convention and Visitors Bureaus, including Columbus, Toledo, Akron, and Dayton.

## EDUCATION

Kent State MS, User Experience Design

*Focus:* User Testing, Usability Techniques, Accessibility, and additional UX Research Techniques

Ohio University BSVC, Bachelor of Science in Visual Communication

*Focus:* Informational Graphics and Page Design, *Specialization:* Journalism and Geography

## RECOGNITION

**2017 HERMES:** Gold in Public Service for Mathile Institute website design and Bronze In Interactive Design for VolunteerHub

**2009 CSCA Creative Best:** Award of Excellence for design collaboration on Dewar's Pro Shop for Dewar's Scotch Whisky

**2007 CSCA Creative Best:** Best of Category for collaboration on Dewars.com for Dewar's Scotch Whisky, and an honorable mention for the digital strategy on Bombay Sapphire Gin.