

LEAH HENDERSON

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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.