

LEAH STRAYHORN

digital, graphic, and visual design

CONTACT

(313) 550-7184 • leahstrayhorn.com • leah@leahstrayhorn.com

EDUCATION

Lawrence Technological University BFA in Graphic Design

2016–2020

Study Abroad in Lisbon, Portugal and Marrakech, Morocco

SOFTWARE

Figma, WebFlow, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Lightroom), Notion, Sketch, TestFlight, JR level HTML & CSS, Jira, G-Suite, Microsoft Office

SKILLS

Brand Design, User Interface Design, User Experience, Design Systems, Prototyping, Wireframing, Web Design, Typography, Illustration, Printmaking, Organization, Collaboration

CREATIVE EXPERIENCE

Graphic & UI Designer Studio Cadenza

2019–present

- Executing visual design and UI/UX across all app and web projects including FanLabel, SongPicks, TopThis!, SportsCaster, NeedAnything?, ShopLoyal, and StartupNation
- Collaborating with the creative team and full-stack developers from concept to execution to improve the aesthetics and usability of the product
- Designing brand guidelines and style guides, developing and structuring Figma component design systems, and creating presentation pitch decks for investors
- Proficiently creating wireframes and prototypes and intuitive user interfaces, enhancing user experiences through visual representation and interactive mockups
- Curating, designing, and managing FanLabel's marketing and OLA campaigns

Digital Designer Freelance

2023–present

- Creating unique brand identities and website designs for projects such as Salt Free Interactive and Mai Studio
- Collaborating on international client projects for Forum360 and IdentaFly, designing brand identity, high fidelity mockups and a fully interactive prototype within Figma
- Providing branding, interfaces, and systems across projects for Mick Harrison Co. Studio

Creative & Graphics Intern Sparks Marketing Group

2019

- Assisted in creating various graphics, pitch decks, presentations for clients including Google and Gilead Sciences
- Organized and attended creative team, intern, & client meetings

Executive Board Vice President AIGU LTU Student Group

2018–2020

- Maintained records and meeting notes, managed social media presence while organizing events and activities

ACHIEVEMENTS

- Exhibited artwork for 'vis viva' art exhibition at Studio TeamBox in Lisbon
- LTU Moon Raccoon film festival award winner for Best in Show & People's Choice
- LTU Fine Grain Art Award Winner (2018)