

# JENNIFER LEISING

DESIGNER + ILLUSTRATOR

## EDUCATION

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**2019-2022**

**COMMUNICATION DESIGN, BFA**  
Buffalo State College

**2018-2019**

**FINE ARTS, ASSOC.**  
Erie Community College

**2004-2007**

**COMMUNICATION**  
University at Buffalo

## ABOUT

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I am a well rounded graphic designer with a love for illustration in multiple mediums. A natural communicator with extensive customer service skills from retail experience, I integrate both a business and consumer perspective in my design work.

## TOOLS

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- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier
- Blender
- HTML
- CSS

## EXPERIENCE

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**2017 - Present**

### COACH

#### Lead Supervisor

Sales associate lead at luxury retailer. Train associates in an upscale retail environment and engage with and style clientele to encourage repeat business.

**2015 - 2016**

### NEIMAN MARCUS

#### Personal Shopper Assistant

Office and sales support to top personal shopper. Communicate with buyers and clients on special orders and assist with private shopping appointments. Content creation for social media accounts to generate additional sales.

**2014-2015**

### COACH

#### Sales

Engage with clients, encouraging Coach as not only a handbag but lifestyle brand. Conduct private appointments with top customers, building store business and meet monthly sales goals.

**2010-2014**

### NORDSTROM

#### Personal Stylist

Consult with new clients who book appointments for personal styling services. Pull several looks tailored for each appointment need and cross sell throughout department store.

## CONTACT

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hello@jennifermasami.com  
www.jennifermasami.com

## SKILLS

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- Branding/Storytelling
- Illustration
- Package Design
- Copywriting

## HOBBIES/INTERESTS

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- Painting
- Hiking and running
- Japanese taiko drumming
- Fashion

## VOLUNTEER WORK

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**2018-Present**

### @JGBSHIBUKI

#### Social Media Manager

Media content creation for all aspects of a local Japanese taiko drum group's public facing activities. Video, social media posts, and website maintenance. Address inquiries for performances and new membership.