

# Leah McClellan-Brantley DESIGNER & ARTIST

available for  
**HIRE & FREELANCE**

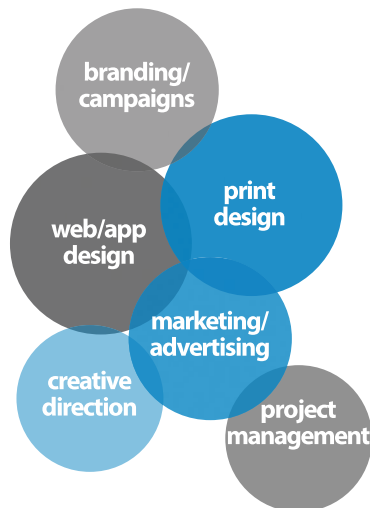
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## PERSONAL STATEMENT

“ I am an Atlanta-based print & web designer and illustrator with 9 years of experience. I love the field and I love my work--for me it's not just a job; it's been my passion since I held my first crayon at age two. My background in business & marketing helps me identify trends in design & branding, and my project management experience helps me work efficiently to turn ideas into reality. I love connecting with people, and I excel at building lasting relationships with team members and clients. ”



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Also proficient in most other Adobe Programs  
& have a working knowledge of current programming languages.

## EDUCATION & EXPERIENCE

**Georgia Institute of Technology, Business Administration**  
2005-, President's Scholarship Recipient

**Batson Cook Construction, Assistant Project Manager**  
2006

**GalleriaByLeah, Graphic & Web Designer**  
2007-present

Design for and brand small businesses and products of large corporations using web design, print design and illustration to create a cohesive feel and present clients with a package that fits their needs. Create agency-style advertising plans and promotional materials that get businesses and products noticed and increase profit. Oversee all aspects of the business and hire and manage other team members as needed.

**homedepot.com, E-Content Manager**  
2014-present

Design and build homepage including coming up with new concepts to reduce bounce rate. Publish content daily with programs like Documentum, Pagebuilder, Experience Manager and Fetch. Validate and troubleshoot page launches. Work alone and in teams to create wire frames, sketches and comps. Collaborate with analysts, UX, copywriters and teammates to problem solve and provide solutions to the business. Update pages into new layouts and add and remove promotions adhering to brand standards.

## FAVORITE PROJECTS

**Home Page, [homedepot.com](http://homedepot.com)**

Developed, designed and built new concept of Superhero themed Father's Day home page including asset creation. Used new layouts and designs to increase customer retention and sales. Supported the business through promotions, testing and personalization on the home page. Responsible for validating and troubleshooting launches over 40 times per year.

**How To, [homedepot.com](http://homedepot.com)**

Designed several infographics including animation to inform and help customers find products for projects on the site. Developed new style of infographic that clicked through to products to increase sales. Created visual design standards for infographics and conceptualized new topics for infographics.

**East Atlanta Village, [Atlanta](http://Atlanta)**

Run social media campaign for the East Atlanta Strut increasing engagement & reach by over 1000%. Create eye-catching graphics, flyers & designs for Strut, Beer Fest & other events

