

leon lawrence the 3rd

art direction + design

experience

Page Designer - USA TODAY/Gannett Co., McLean, VA

June 2013 - Present

Design pages for USA Today newspaper (Life section) and other tabloid publications.

Design Director - USA Weekend Magazine/Gannett Co., McLean, VA

July 2000 - Present

Responsible for the overall look of the Sunday magazine. Design cover, cover story, and interior pages from concept to production. Develop illustration and photography concepts for covers, features, and departments. Commission illustration and photography. Art direct photo shoots. Manage creative staff for magazine. Create online teaser bugs for each issue. Help develop USA Weekend web presence. Brainstorm with editors on future issues.

Art Director - Open Air Magazine/USA TODAY, McLean, VA

May 2007 - April 2010

Responsible for the visual concepts, logo, and overall look of the quarterly magazine. Art directed and designed the entire issue from concept to production. Developed illustration and photography concepts for covers, features, and departments. Commissioned illustration and photography. Art directed photo shoots. Managed creative staff. Oversaw publications art budget. Brainstormed with editors and creative staff on future issues. Negotiated contracts with illustrators and photographers.

Art Director - Emerge Magazine/Black Entertainment Television, Washington, DC

January 2000 - July 2000 (magazine closed)

Developed illustration and photography concepts for cover, feature stories, and departments. Commissioned art and photography. Art directed photo shoots. Created layouts for cover and features. Managed designers; supervised the layout of departments and columns. Oversaw art budget and managed production schedules. Brainstormed with editors to conceive future issues. Collaborated with production manager in organizing pacing of magazine. Negotiated contracts with illustrators and photographers.

Art Director - RCW Communication Design Inc., Falls Church, VA

November 1994 - January 2000

Art directed and designed a variety of projects including exhibits (for the Smithsonian), posters, brochures, logos, trade show graphics, marketing materials, magazines, and web sites. Instructed and managed team of designers (including freelancers) who implemented design solutions. Oversaw production of all aspects of design. Collaborated with photographers and illustrators. Created job estimates, project budgets, and production schedules. Worked with printers on production of projects. Consulted with clients to understand and solve communication needs.

Graphic Designer - RCW Communication Design Inc., Falls Church, VA

August 1989-November 1994

Managed projects from concept to press inspection. Designed projects including museum publications, logos, corporate collateral, magazines, annual reports, and brochures. Attended press inspections. Art directed photo shoots.

Advertising Designer - Danforth and Wallace Advertising, McLean, VA

April 1989 - August 1989

Designed brochures, ads, and logos. Prepared mechanicals to run in newspapers and magazines.

education

B.F.A., emphasis on graphic design, University of Southern Mississippi

awards

Certificate of Merit-Communication Arts Magazine, Certificate of Merit-Society of Publication Designers, Certificate of Merit-Print Magazine, Silver Medal-American Association of Museums, Gold Award-Washington Express Excellence In Print, Certificate of Merit-Art Directors Club of Metro Washington, Merit-Society of News Design.

apps

InDesign, Photoshop, Illustrator, Dreamweaver, NewsGate, Quark Xpress, Power Point, Acrobat, Word.

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mouse circa. 1990