



LEIGH COHEN

(914) 806-7605

leighco@umich.edu

www.leighcohen.com

Bedford Hills, NY

EDUCATION

University of Michigan

STAMPS School of Art & Design

Ann Arbor, MI

GPA: 3.8/4.0

Class of 2023

Dean's List 2020, 2021, 2022, 2023

University of Arts London

Chelsea College of Art

Semester Study Abroad Program

London, UK

Spring 2022

SKILLS

Graphic Design

Editorial Design

Art Direction

Marketing and Branding

Web Design

Logo Design

Print Production

Typography

Drawing

Painting

Photography

Proficient in Spanish

SOFTWARE

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Microsoft Office

Adobe Lightroom

Adobe Premiere Pro

Artlogic and ArtBase

Adobe Bridge

MailChimp

EXPERIENCE

Digital Designer, September 2023—present

Yogafreak, Rye Brook, NY

- Spearhead designs for a wide range of digital assets, including social media posts and stories, email newsletters, merchandise, and banners for studio's app and website
- Established comprehensive brand guidelines and actively enforced their consistent application across all digital assets to maintain a cohesive and impactful brand image

Freelance Graphic Designer, August 2023—present

Happy Jack Entertainment, New York, NY

- Drive the establishment of the brand's identity, amplifying the startup's creative impact as a bridge between music and mental health within the industry
- Play a pivotal role in shaping the company's visual identity by designing graphics and posters for social media, events, and company announcements

Freelance Graphic Designer, August 2023—present

Total Entertainment, Hackensack, NJ

- Collaborate with event planning team to create captivating lookbooks, enabling clients to seamlessly select from a range of amenities
- Develop innovative event-specific design concepts for products and displays, and craft detailed mockups to facilitate client engagement and ensure design approvals

Public Relations and Design Intern, Summer 2022

Communication Arts & Design, Los Angeles, CA

- Conducted thorough research to identify PR opportunities, including podcasts, articles, and writers, aimed to promote client engagement and visibility
- Utilized MailChimp to design and distribute weekly and monthly newsletters, keeping clients and subscribers informed about upcoming events, client projects, and business updates

Graphic Design Intern, Summer 2021

Museum of the City of New York, New York, NY

- Collaborated daily with Museum's design team to assess and enhance exhibitions
- Improved gallery public exposure through engaging typographic designs integrated into banners, wayfinding, and posters, informing visitors of exhibitions while maintaining company branding

Gallery Assistant, Summer 2021

Christie's x Carpenters Workshop Gallery, Southampton, NY

- Managed clients, delivering information about each exhibition, and documented crucial details in client notebook for future reference
- Facilitated communication by serving as a liaison between the New York and Southampton locations for successful execution of upcoming events and exhibitions

Graphic Designer, 2021—2023

MASH Magazine, University of Michigan

- Conceptualized and crafted visually appealing article covers and graphics for the website and social media platforms for each monthly magazine edition
- Fostered communication within the creative team by providing progress updates during weekly meetings, ensuring seamless collaboration and project advancement