

LEANDRA ROMINES

GRAPHIC DESIGNER

ABOUT ME:

Growing up I was very interested in art and anything creative. When I got to high school, I took a desktop publishing class and an animation class where I was first exposed to Adobe Illustrator and Maya. I found a true passion for graphic design during these years. I knew this was the career path I wanted to take. At this point, I realized that work doesn't have to feel like work if you are passionate about what you are doing. I found that this was the one time that class wasn't long enough. I just wanted to keep designing!

I started my college career at Texas A&M University. Unfortunately, they didn't have a true graphic design degree plan available so I decided to transfer to the University of North Texas to pursue my dream. This is where I completed my bachelors degree in graphic design with a minor in real estate and property management.

After graduating college, I worked for HRB Operating Company doing accounting, tax preparation, and managed rental properties from 2011 to 2016. I continued freelancing over my college years and through the time I worked for HRB Operating Company. In 2011, I developed the brand identity for Urban Girl Office Supplies out of Tulsa, Oklahoma which included branding, business collateral, multiple illustrations, web design and more.

In 2016, I developed the brand identity for Texas True Threads out of the panhandle. It's so exciting to see how successful this company is doing today! I continued freelance work with several companies out of Dallas, Texas as a part of the Creative Circle network of freelancers. I also have clients in other states such as Arizona and Oklahoma.

In 2017, I was brought on as the Creative Director and Graphic Designer for Wise Strategy, LLC. I have worked with an array of individuals, businesses, non-profits, and start-ups to help direct their branding and marketing materials to convey consistency, quality and develop brand awareness. We decided to open Wise Printing in 2018 due to the need for affordable quality print materials for our clients. Wise Strategy made a shift in 2020 and I voluntarily stepped back as a contract designer. I am still actively working with Wise Printing as the graphic designer and pre-production specialist.

During my time at Wise Strategy, I worked in not only graphic design and web design but also in social media marketing. We managed approximately 15-20 accounts at a time scheduling posts across many platforms, designing graphics and ads, setting up ads for best results, and helping business be responsive and grow their audience.

I also volunteer regularly at my church, Grace Fellowship in Paradise, Texas. I find it rewarding to use my gift to help others.

I have always placed a high value on the importance of family. I have not taken full time jobs in Dallas or Fort Worth because I had young children and live in a rural area that adds an hour to my commute. My children are now old enough that I can pursue a full time career in graphic design and devote my daytime to a company. I am looking forward to finding an employer that I can help create strong and engaging collateral for that takes their business to the next level. I have a lot to offer a company. I am always researching new trends and new techniques so that I can offer a fresh design solution. I have done extensive studies in brand identities and the importance of turning out high quality consistent material. I will bring my fresh ideas, experience and hard work to my next job and do my best to go above and beyond for them.



EDUCATION:

TEXAS A&M UNIVERSITY AT COLLEGE STATION

2006 – 2007

I will always be an Aggie at heart but unfortunately I could not receive my dream degree here. I had a fantastic experience while I was there though taking courses in Construction Science and other architectural courses.

BACHELORS OF ART & DESIGN | UNIVERSITY OF NORTH TEXAS

2007 – 2011

I took countless art classes as well as specific graphic design classes. I learned how to use the Adobe Creative Suite programs and the process it takes to create quality designs from beginning to end.

EXPERIENCE:

DATA CLERK | HRB OPERATING COMPANY

2006 – 2016

I had a large range of responsibilities, which included maintaining well files, legal documents, and bookkeeping on several accounts. I have experience in Microsoft Office and extensive experience in Excel including formulas.

PROPERTY MANAGER

2011 – 2016

My family owned several rental properties in which I managed. This included meeting applicants, reviewing applicant forms, setting up lease agreements, managing rent exchange, maintenance issues as well as final remodel project management before they sold the properties.

FREELANCE WORK

2003 – 2017 | 2020 – Present

I have done freelance work since high school. I designed t-shirts for different organizations in the school as well as programs for different functions. I also designed custom stationery and invitations. I also worked with Creative Circle in Dallas, Texas. I went through a vetting process to become a part of their network of designers. They connected me with many different companies over the time needing help with graphic design work, which gave me a large array of experience. This also included Texas True Threads, which I designed their brand identity, business collateral, and many t-shirt designs they are currently selling. I took a break from freelancing when I was offered a job with Wise Strategy, a marketing company. I spend 3 years as the graphic designer and creative director there and gained a lot of experience in many areas. Wise Strategy made a shift in 2020 and I voluntarily stepped back into the role of a contract designer.



EXPERIENCE (CONTINUED):

CREATIVE DIRECTOR/GRAPHIC DESIGNER | WISE STRATEGY, LLC

2017 – 2020

Wise Strategy has a large variety of clients including real estate agents, churches, non-profits, retailers, public speakers and so much more. I have designed books, programs, business collateral, social media graphics, email marketing, and so much more. I have helped guide clients from the very beginning and continuing on through the marketing materials and full development of their brand identity. I have designed several websites using Wordpress while with Wise Strategy. I have gained a lot of experience in customer relations and networking. My efficiency and design skills have really expanded in the last few years with Wise Strategy turning around multiple projects a day. This job has not only helped me hone in my skills I learned in college but also given me real world experience and helped me becoming more efficient in my designing.

GRAPHIC DESIGNER | WISE PRINTING, LLC

2018 – Present

Wise Printing developed because we were constantly searching for quality printing at affordable prices for our clients so we decided there was a need for a printer that could deliver both. I set up final print files, quoted products, quality check and placed orders.

SKILLS:

- ILLUSTRATOR
- PHOTOSHOP
- INDESIGN
- ACROBAT
- LIGHTROOM
- MICROSOFT OFFICE
- GOOGLE DOCS
- ASANA
- ZOOM
- KEYNOTE
- PROPRESENTER
- PRINT PRODUCTION
- ADVERTISING DESIGN
- SOCIAL MEDIA GRAPHICS
- COMMUNICATION
- BRANDING
- ILLUSTRATION
- MARKETING MATERIALS
- SOCIAL MEDIA MANAGEMENT
- PROGRAM LAYOUT
- WEBSITE DESIGN
- LOGO DESIGN
- PHOTOGRAPHY
- PHOTO EDITING
- PROPRESENTER
- FLEXIBILITY
- TIME MANAGEMENT
- FILE MANAGEMENT