



EXPERIENCE

LEAH BARNA

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Introduction

Ambitious, detail-obsessed creative with five years of experience in the field of marketing and design. Seasoned in designing for print, online, and television; capable of balancing multiple projects in each of these media.

Freelance Designer + Photographer | Remote

2020–Present

- Conceptualizes and designs for digital campaigns including animated display advertising, static and animated social advertising, email marketing, and landing pages
- Designs and builds dynamic websites on Squarespace and Wix
- Shoots, directs, and edits stylized and modeled product photography
- Works independently with clients as well as subcontracted by agency team members to deliver successful creative on time and within budget

Brawn Media | Albany, NY

2018–2020

- Designed for print and prepared pre-press files for brochures, direct mailers, posters, business cards, outdoor signage, and billboards
- Edited video and animated graphics for television spots, arenas, and social media
- Designed for digital platforms including websites, animated display advertising, social media, presentations, outdoor digital signage, and email marketing campaigns
- Maintained and adhered to brand guidelines for client and internal projects
- Shot, directed, and edited product, professional headshots, and modeled brand photography
- Met strict and sudden deadlines while managing multiple client projects

EMPAC at Rensselaer Polytechnic Institute | Troy, NY

Summer, 2017 (Internship)

- Designed event posters and materials for city-wide distribution and large-scale display
- Designed cover and interior layouts for the Fall 2017 brochure
- Photographed visiting artists
- Collaborated with department curators and presented creative direction to all team members

Inspired Global Marketing | Troy, NY

2016–2017

- Designed for digital marketing strategies such as e-book layout and illustration, social media, and blogs
- Earned inbound marketing certification to develop and strengthen marketing strategies and skills
- Produced lead-nurturing and cost-effective content

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- Selected for Graphic Design USA “Students to Watch” List, February Issue, 2018
 - ADDY Award recipient in the student category for Online and Interactive App Design, 2018
 - Work published in Sage Vernacular student publication, 2017–2018
 - Corporate Connections Scholarship recipient, 2017
 - Transfer Excel Scholarship recipient, 2016–2018
 - Awarded Academic Excellence and Outstanding Service in the Digital Media Program at HVCC, 2016
 - Awarded Academic Excellence in Studio Art at HVCC, 2015

AWARDS + PUBLICATIONS

EDUCATION

Sage College of Albany | Albany, NY

BEA in Graphic + Media Design, 2018

Dean's List for all four semesters.

Hudson Valley Community College | Troy, NY

AS in Digital Media, 2016

President's List for all four semesters.