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# LEE WOODWARD

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## OVERVIEW

My industry experience ranges from being one of the lead designers at two nationally recognized real estate firms in Dallas, to working at an exhibit house located in the heart of downtown McKinney. In my spare time I work on multiple design/web-based projects each year for Texas A&M. During my career, I have had the opportunity to work on projects for brands such as Raising Canes, Verizon, Frito-Lay, Texas Instruments, Pei Wei, and Golden Coral.

## EDUCATION

### The Art Institute of Dallas, Dallas, TX

- Bachelor of Fine Arts in Advertising Design, December 2012
- Associate of Applied Arts in Graphic Design, July 2010
- Selected Best Advertising and Design portfolio at the Art Institute of Dallas, December 2012
- Graduated with Honors; named to the President's List 4 different quarters, December 2012

## TECHNICAL SKILLS

- Adobe® InDesign® CC
- Adobe® Illustrator® CC
- Adobe® Photoshop® CC
- Microsoft Office®
- MailChimp (Email Marketing)
- PC/MAC Proficient
- Google Earth Pro
- PowerPoint & Keynote

## DESIGN SKILLS

- Corporate Branding & Strategy
- Social Media Banners & Posts
- RFP'S & Offering Memorandums
- Tradeshow Booths & POP Displays
- Copy Writing & Art Direction
- Preprint Production & File Management
- Package Design & File Preparation
- Exterior Signage & Billboards
- Advertising & Marketing Campaigns
- Aerial Maps & Illustrations
- Catalogs & Instructional Manuals
- Email Blasts & Web Formatted Graphics

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## INDUSTRY EXPERIENCE

### GRAPHIC DESIGNER (October 2022 – January 2023)

#### DART (Dallas Area Rapid Transit), Dallas, TX

- Recreated 30+ InDesign files within the Stuff-A-Bus ad campaign to match a single master file using the Adobe CC. I repositioned, resized and reformatted each design element that was in the master file so that when the document size changed, the proportions and scale between each design element remained consistent and legible
- Led the initiative on the TSA Airport ad campaign which had over 35 design files, each of which were resized and recreated to match a single design concept
- Dove into the DART culture quickly by riding the DART Rail everyday to and from work to gain first-hand experience on how DART operates, how DART is perceived and how they could utilize my skillsets to benefit the company
- Aggressively learned several software programs to keep up with the ongoing demand of new project requests

## GRAPHIC DESIGNER (February 2022 – August 2022)

### JLL, Jones Lang LaSalle, Dallas, TX

- Collaborated with lead brokers in a team and on an individual basis to create offering memorandums to be sent to prospective real estate investors digitally as well as in print medium for follow up
- Illustrated aerial maps using Google Earth Pro, Argus and Adobe Illustrator CC detailing the distance and relative location of subject properties to their service areas including major employers, shopping centers and retail etc.
- Managed the Capital Markets creative folder and CMS
- Provided branding solutions for any industrial development that did not have a logo. In some cases, I developed the companies brand Identity as well as the logo for the development when asked by the client
- Utilized several software programs such as Argus® and Wordsflow® to reduce the time it takes to complete an OM or RFP

## MARKETING DIRECTOR (August 2020 – January 2022)

### New Generation Reps, Irving, TX

- Led all marketing related projects and strategy for both New Generation Reps and iFoodService Supply
- Strategized on the execution of two new product catalogs, a custom email drip campaign using MailChimp and a series of PowerPoint presentations to be used for Zoom calls when the pandemic hit
- Wrote and proofread all copy for New Generation Reps and iFoodService Supply
- Managed the teams marketing folder and informed all members of the team about upcoming promotions

## SENIOR GRAPHIC DESIGNER (August 2017 - July 2020)

### New ThermoServ, Ltd., Dallas, TX

- Defined the correct usage and incorrect usage of all design related items pertaining to the Proton brand, an asset of NTL, by creating a brand style guide. A few sections that were covered included brand logos, color, typography, photography, layout, tagline usage etc.
- Designed an advertising campaign for Proton which included the following elements: full-page ad (print and digital), website banners, social media announcements, email marketing and direct mailer
- Collaborated with all members of the creative and marketing team to help relaunch NTL's new corporate identity, both internally and externally, by illustrating custom infographics, posters and marketing collateral
- Reskinned all Proton projects to be in-line with the new corporate identity which included the 2018-2019 Foodservice catalog as well as other publication design documents

## GRAPHIC DESIGNER (November 2014 - June 2017)

### Stream Realty Partners, Dallas, TX / Austin, TX

- Gathered feedback from the multifamily team to brand several divisions within the company and created guidelines to communicate each brand identity
- Designed weekly email blasts to promote multifamily property listings including Coming Soon, Call for Offers, and Just Sold campaigns and provided the brokerage team with reports summarizing the results of each email
- Created the quarterly Multifamily report which included custom infographics, broker state of the market opinions and unique charts and graphs relative to the information provided by the brokers
- Designed marketing collateral for the active adult property Solea which included digital and print flyers, brochures, outdoor signage, post cards and several other print related materials

## GRAPHIC DESIGNER (January 2012 - August 2014)

### Imagine Exhibits, McKinney, TX

- Designed advertisements, tradeshow booths, promotional items and collateral for several Fortune 500 clients including PepsiCo, Verizon and Texas Instruments
- Oversaw the transformation of conceptual ideas into 3D renders using Adobe® Illustrator® CS6 and Adobe® Photoshop® CS6
- Determined the correct dimensions that were needed to produce all graphics for tradeshow booths and displays for companies such as Verizon, Frito Lay and Texas Instruments
- Illustrated multiple tradeshow assembly instruction books that showed the exhibit's wiring, parts used in the exhibit, a diagram showing wear to place each graphic as well as a description on how to install each component
- Collaborated with web developers to maintain and improve the functionality and layout of the company's website

## MARKETING AND DESIGN SPECIALIST (May 2010 - December 2011)

### JW Nutritional, Dallas, TX

- Branded JW Nutritional as a company creating solutions to company identity problems, analyzed research and worked in a team structure
  - Created artwork that included nutritional labels, website content, stationery and marketing materials
  - Analyzed bids, quotes and product availability and expressed this information to clients
  - Evaluated each label that was sent to print for quality assurance and FDA compliance
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## GRAPHIC DESIGN FREELANCE WORK

### GRAPHIC DESIGNER (January 2008 - Present)

#### Texas A&M University, Dallas, TX

- Collaborated with the Director of Youth Adventure Program to create several brand identity solutions starting from initial concept to final production
- Designed clothing apparel for the YAP camp which targets creativity for gifted and talented students
- Prepared all files to be displayed on the YAP website as well as editing for print

#### Avantax, Plano, TX

- Improved upon, updated and reskinned multiple marketing related projects ranging from a 20x20 outdoor exhibit to several sales sheets, flyers and on-boarding documents
- Quickly learned vital information about the company, its products and competitors so that every project I worked on represented the same marketing objective, tone and message
- Led an unfamiliar team that had not worked alongside a graphic designer before. I explained the ins and outs of my design process, explained what I would need from them and functioned as the backbone for the team.

#### Raising Canes, Plano, TX

- Collaborated with the Creative Director to create a series of Father's Day and Mother's Day cards to be used internally as well as externally
- Redesigned several projects including marketing collateral and interior signage to match the new brand standards established by the company
- Quickly learned the marketing objective, target demographic and overall brand strategy so that I could produce a memorable project that was in-line with the company's vision

#### Applebee's, Dallas, TX

- Successfully met all deadlines ahead of schedule and was asked by the Vice President of Applebee's Texas to consult on future projects
- Brainstormed multiple concepts for a corporate stationery and lapel pin
- Researched Applebee's brand identity so that the finished corporate stationery would be relevant and consistent with its parent company strategy
- Planned and presented a PowerPoint® presentation for Applebee's Texas to display the final product and explain the execution of the printing process