



Christopher Lekas

Graphic Design

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San Francisco Bay Area

Overview

Over 15 years of professional experience in print and digital graphic design for marketing and advertising. Developing concepts, collaborating with copywriters, managing designers, and organizing vendors to bring the best product to the client and target audience. Leading design teams to ensure projects maintain attention to detail and are executed within budget and completed by deadline.

Professional Experience

Pickaxe Design 01/2008 - Current

Art Director – Senior Graphic Designer

Design innovative and creative designs for print, interactive, and UX projects. Art direction has been done for companies such as Wells Fargo, Tropicana Las Vegas, Disney Baby, and Yoga Journal.

LendingHome 05/2019 – 05/2020

Visual Designer

Collaborated cross-functionally with marketing, product, and engineering teams to produce web pages, direct mail, collateral, and unified UI/UX across the fintech product. Optimized brand guidelines and styleguides and rein in inconsistent use of brand elements. Developed processes and structures to help XFNs integrate more efficiently. Worked to onboard new vendors to better fit the needs of the company.

Wells Fargo 09/2013 – 01/2018

Production Artist – Manager

Lead the production team managing task capacity and workflow prioritization between design and production. Developed workflow optimization processes and documentation for project coordination between cross-functional teams as well as helping our partners work seamlessly with us.

Senior CX Interaction Designer

Oversaw the design and production of marketing materials on Wells Fargo's owned digital channels. Developed concepts for responsive campaigns across the website, email, and social media, as well as integrating with enterprise campaigns to include print collateral.

Sony Entertainment Network 03/2012 – 09/2013

Graphic Designer – Production Artist

Designed and produced marketing materials for games, movies, and media available through Sony's online store and Playstation Network.

Wayfinder Response Marketing 02/2005 – 02/2008

Art Director

Created integrated branding and direct response marketing campaigns for B2B & B2C clients, focusing on brand awareness, lead generation, and acquisition/retention for financial, nonprofit and tech industries. Programs range from print ads and direct mail to microsites and landing pages.

Education

2004 – B.F.A. Graphic Design, Utah State University, Logan, UT

2003 – Switzerland Design Academy, Leysin, Switzerland

Skills

Proficiency with Adobe Creative Cloud (Photoshop, InDesign, Illustrator, XD, etc.), Sketch, Figma, Zeplin, WordPress, HTML, CSS, and Microsoft Office. Extremely outgoing, energetic, and self-motivated. Attention to detail and problem-solving skills. Excellent communication and multi-tasking skills for collaboration with co-workers, as well as presentation skills for client interactions.