

# Gayle Wheeler-LeSueur

## GRAPHIC DESIGNER | MEDIA COORDINATOR

Creative and multitalented Graphic Designer and Media Coordinator with 20+ years of experience in the management of the complete design process of numerous platforms, from conceptualization to delivery. Excellent communicator, highly motivated and hardworking. I'm an effective team player and well-grounded in a creative, fast-paced and deadline driven environment while upholding customer relations, organizational and creative design skills. I've earned a reputation of going "above and beyond" and doing whatever it takes to get the project done on time.

✉ gwl.graphica@gmail.com

📍 Rocklin, California

🌐 gwlgraphica.com



## SKILLS



## WORK EXPERIENCE

### CREATIVE SKILLS

- Solid expertise in working with branding standards and guidelines
- Excellent design skills including strong typography and color capabilities
- Detail-oriented with strong proofreading and editing skills
- Solid experience in production and prepress
- Editorial design expertise including pagination, layout and feature pages
- Committed to high standards of quality and efficiency
- Photography and photo editing
- Publication design and layout

### TECHNICAL SKILLS

- Software application expertise: Adobe Creative Cloud: Illustrator, InDesign, Photoshop, Acrobat
- Intermediate knowledge of WordPress
- Working knowledge of Adobe Animate and Adobe After Effects
- Thorough understanding of the printing process, concept through production
- Basic knowledge of HTML and CSS
- Adept at quickly becoming proficient using new software, hardware and concepts

### PERSONAL SKILLS

Time Management • Deadline Driven  
Effective Communicator • Team Player  
Multi-tasker • Quick Learner/Adaptability  
Detail-Oriented • Trouble-shooter



## EDUCATION

### Communications in Media Production

St. Edward's University  
Austin, Texas / 1993-2000

- freeCodeCamp.org
- The Odin Project
- W3Schools.com

### FREELANCE GRAPHIC DESIGNER/MEDIA COORDINATOR

Independent / 2005 - Present

**Clients:** AlphaGraphics of West Houston / Christ Community School / The Color Palette Interior Design / Greater Houston LGBT Chamber of Commerce / Hope Stone, Inc. / League of Women Voters of Houston / Mad Science / Manifest Creative / National Museum of Funeral History / Public Relations Society of America - Houston Chapter / Renew MedSpa & Body Contouring / Rice Global E&C Forum / South Main Alliance / South Main Baptist Church / Sister Cities of Houston / Summit Dental Center / Texas Association of Museums / Third Eye Media / Twelve Bridges Vision Care / UpStage Theatre

- Design creative advertising and marketing materials including logos, event programs, newsletters, brochures, business cards, postcards, billboards and large format, and various other print media
- Design, manage and distribute social media postings, web ads, eblasts and presentations
- Design, manage and edit websites
- Layout and design of various print publications and projects from concept to final print
- Work within a company's branding guidelines and apply them to new designs
- High level of communication with the client from conceptualization and throughout the duration of the project
- Work efficiently on multiple projects across a variety of industries and brands

### HOUSTON FAMILY MAGAZINE

Graphic Designer & Media Coordinator / 2005 - 2020

- Responsible for pagination and layout, high-level ad and editorial/page design, special advertising sections, and marketing materials
- Prepped and ensured all page files were accurate and complete before submission to press
- Outputting and troubleshooting of files and workflow
- Uploaded the digital magazine and managed all corrections for the digital issues
- Responsible for designing and tracking 150+ ads between advertisers and myself each month
- High level of communication and strong customer-service with all advertisers from conceptualization to final approval of ads
- Managed, designed and distributed social media postings, web ads, newsletters and eblasts
- Managed and edited main website
- Designed and built event websites and web pages

### UNITED PARENTING PUBLICATIONS, INC.

Lead Graphic Artist, *Houston Family Magazine* / 2003 - 2005

Editorial Designer, *Bay Area Parent* magazines and *Parents' Monthly* / 2001 - 2003

- Responsible for pagination, high-level ad and editorial design, special advertising sections, marketing materials, page composition/output and troubleshooting of files and workflow
- Designed 35+ editorials each month as the Editorial Designer for five monthly magazines
- Responsible for designing and tracking workflow between sales department and myself for 150+ ads each month
- Prepped and ensured all page files were accurate and complete before submission to press
- Helped promote strong customer-focused team environment by delivering superior customer service to external advertisers

### UNITED ADVERTISING MEDIA

Interim Internet Coordinator, *Harmon Homes Magazine* / 2000-2001

Pagesetter, *Harmon Homes Magazine* / 2000-2001

- Managed, maintained and coordinated ads for HarmonHomes.com
- Edited, organized and uploaded photos for website
- Utilized appropriate programs to design and edited ads for print

### 98.9 KJFK FM RADIO

Promotions Assistant / 1997-1998

- Designed logos and graphics for station, programs and promotional events
- Helped organize promotional events
- Wrote press releases and promotional orders for sponsored events