

Leah Keith-Harris *Graphic Designer*

253.882.8548 | Leahkeithharris@gmail.com | www.linkedin.com/in/leah-keith-a6113523 | www.leahkeithdesign.com

I am a well-rounded and strategic Graphic Designer with experience in **marketing, branding, compliance design, and product development**. My skills include **technical writing, document production, responsive web design, UX/UI visual design, technical illustration, packaging, print production, and motion graphics**. I excel at creating visually compelling designs that **balance aesthetics, functionality, and brand storytelling**. I achieve this through effective use of **typography, color theory, layout, composition, and visual hierarchy**. With a proven track record of leading creative projects from ideation to full execution across multiple channels, I am recognized for developing cost-effective and sustainable solutions.

Skills | Programs

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Rush, After Effects), Figma, and Canva

Web Development: HTML, CSS, Webflow, and Wix Studio

Project Tools: Microsoft Office (Word, Excel, PowerPoint), Microsoft Teams, Google Slides, and Zendesk

Professional Experience

DIONO

Graphic Design Specialist | Aug 2022 - Dec 2024

- Established new brand standards and regulations for all manuals, technical illustrations, labels, and packaging.
- Designed all labels, manuals, and cartons to meet strict North American guidelines, incorporating three languages.
- Launched a “Go Green” packaging initiative by redesigning cartons, which reduced cost, waste, and materials by over 50%.
- Universalized all manuals and labels, resulting in a significant reduction in production costs and lowering minimum order quantities (MOQs) by over 60%.
- Researched textiles and materials, creating branding concepts for all new and existing product developments.
- Applied brand guidelines across print projects and digital assets, ensuring a cohesive and professional presence.
- Managed the B2C Zendesk product pages and the YouTube product pages establishing new guidelines and formulas that were easy to follow for my colleagues and ensured brand consistency was maintained throughout the digital platforms.
- Handled end-to-end pre-press preparation, ensuring accuracy, color fidelity, and print-readiness across all print deliverables.

GRAPHIC DESIGN AND CONTENT CREATOR

Freelancer | 2010 - Present

- Crafted and delivered tailored website designs utilizing HTML, CSS, Webflow, Figma, Adobe XD and Wix Studio, ensuring adherence to industry best practices in UX/UI design. This process involved close collaboration with clients to understand their vision and objectives, resulting in aesthetically pleasing and functional websites.
- Produced a variety of branding materials, including logos, brochures, and social media graphics, as well as comprehensive marketing collateral tailored to meet the unique needs of a diverse clientele.
- Developed engaging video content and high-quality photography that effectively communicated brand stories and values, captivating audiences and fostering connections with target markets.

Education & Certifications

Bachelor of Fine Arts (BFA) in Graphic Design | Art Institute of Seattle | 2005 - 2010

Google UX Design Professional Certificate | 2025 | User Research, Wire-framing, Prototyping, Usability Testing

References

Daniele Inkenbrant | 253.260.2925 | Compliance Specialist

Scott McAllister | 253-304-8856 | Marketing Brand Manager

Greg Parks | 206-550-7436 | Director of Compliance