

Alana Leshno

UI / Interaction Designer

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EXPERIENCE

GREY New York, NY

Senior Art Director (Digital / CRM) 2017 - Present

Art Director 2015 - 2017

Digital Designer 2011 - 2015

Specialty in architecture, functionality and visual design of websites and applications

Clients: P&G, GSK, Volvo, National Park Foundation, Marriott, AARP, Ally Bank, Olive Garden, Covergirl, Clairol, Pantene, and Bausch + Lomb

Named one of Grey's Rising Star's in 2017

- Only 17 creatives in Grey's global network were honored
- One of 3 creatives honored in North America

Role responsibilities:

- Part of a specialized team that works on digital projects, CRM, and new business pitches
- Create sitemaps, wireframes, UI design, prototypes and style guides for various web, app and email projects
- Oversee junior art directors, designers and illustrators
- Help creatives understand opportunities and limitations for digital projects
- Present and sell ideas to clients

AdLab Boston, MA

Interactive Supervisor 2010 - 2011

Interactive Designer 2009

AdClub Boston, MA

Interactive Director 2009 - 2011

Group Creative Director 2008 - 2010

Boston University Boston, MA

Web Assistant (New Media) 2009

Web Assistant (Bostonia Magazine) 2008 - 2009

EDUCATION

Boston University

B.S. Communication

Magna Cum Laude

Advertising Concentration

Psychology Minor

COMPUTER SKILLS

Sketch

Photoshop

Flinto

UXPin

Invision

Illustrator

After Effects

InDesign

Dreamweaver

Omnigraffle

Balsamiq

Microsoft Office

Keynote

HTML / CSS

JavaScript / jQuery

Google Analytics

INTERESTS

Entertainment

Technology

Travel

Musical Instruments

Science Fiction

Pop Culture

Human Behavior

Finance

Education