

Alana Leshno

Digital Experience Designer

alanaleshno@gmail.com
alanaleshno.com



EXPERIENCE

GREY New York, NY
Senior Digital Art Director / Experience Designer 2017 - Present
Digital Art Director / Experience Designer 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

Recent highlights:

- Named one of Grey's Rising Stars in 2017
 - *Only 17 creatives in Grey's global network were honored*
 - *One of 3 creatives honored in North America*
- Led website concept and design for pg.com (launching Aug. 2018)

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

School of Visual Arts
MFA Interaction Design
Summer Intensive

Boston University
BS Communication
Magna Cum Laude
Advertising Concentration
Psychology Minor

COMPUTER SKILLS

Sketch
Adobe Creative Cloud
Flinto
UXPin
InVision
Keynote
Omnigraffle
Balsamiq
Microsoft Office
HTML / CSS
JavaScript / jQuery
Google Analytics

INTERESTS

Entertainment
Technology
Travel
Musical Instruments
Science Fiction
Pop Culture
Human Behavior
Finance
Education