

Alana Leshno

UI / Interaction Designer

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alanaleshno.com



EXPERIENCE

GREY New York, NY

Senior Art Director (Digital / CRM) 2017 - Present

Art Director (Digital / CRM) 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 June 2018) and microsites for GSK
- Developed and designed an email CRM plan for Volvo

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

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