



## LOISSE LEDRES

**AN ART DIRECTOR** PASSIONATE ABOUT INNOVATING SOLUTIONS THAT HELP PEOPLE.

### EXPERIENCE

#### FIG

**Art Direction Intern** Current

Clients: CNN, Benjamin Moore, Nellie's Eggs  
Ideation for integrated campaigns, developing campaign look and feel through research and execution.

#### Momentum Worldwide | MAIP

**Art Direction Intern** Summer 2018

Clients: Nike, Olay, AMEX  
Ideation and design execution for experiential campaigns, developing client pitch decks, new technology research.

#### Freelance

**Designer & Illustrator** 2015-Current

Logos, branding, and promotional material for non-profit organizations and musicians.

#### Nob Hill Main Street

**Program Assistant** 2015-2016

Designed and produced marketing materials and content for large-scale events, social media and website management.

### EDUCATION

#### Fashion Institute of Technology

**Advertising Design BFA** May 2019

**Communication Design AAS** May 2017

Minors: Creative Technology & Art History  
3.92 GPA, Dean's List, Summa Cum Laude

#### University of New Mexico

**Mass Communication & Journalism** 2016

4.11 GPA, Dean's List, UNM Presidential Scholar, Honors College

### SKILLS

Illustration  
Screenprinting  
Motion Graphics  
Photography  
Video & Editing  
Basic HTML/CSS

### AWARDS

**Gold Pencil** 2018  
One Club Young Ones

**Semi-Finalist** 2018  
Adobe Achievement Design Awards, Web Design

**Semi-Finalist** 2018  
Adobe Achievement Design Awards, UX/UI Design

**Department Medal** 2017  
FIT Communication Design Department

### EXTRACURRICULAR

#### Tagalikhha Co-Founder

2017 - Current

Organization that highlights the stories of successful Filipino creatives.

#### Multicultural Advertising Internship Program | MAIP

**Campus Ambassador**

2018-2019

Helping diverse advertising students to find internships at top ad agencies.

#### Ad Club Exposure Committee

2018-2019

Held presentations and provided resources to FIT's ad students to help their career.

#### FITxPentagram Intern

Winter 2018

One of 6 students selected to create an animation piece based on FIT's new branding.