

# LES GARDNER

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## SENIOR GRAPHIC WEB DESIGNER

**Art Director • Front-end Web Designer • Creative Project Manager**

Creative and diverse Graphic Web Designer with *10 years experience in web, print, branding, and digital design*, that successfully designs and integrates *high-quality* work, marketing goals and client requirements into campaigns running on several channels simultaneously (*beauty, real estate, insurance, food, beverage, medical industries*). Proficient in *Adobe Creative Suite* to illustrate and produce compelling concepts into impactful deliverables (Photoshop, Illustrator, InDesign, XD, Acrobat, Dreamweaver). Eager to be an instrumental role and own *projects that will maximize a higher Return On Investment (ROI)*.

**Quantifiable results with 10 years experience, 5 agencies, 9 industries, 63 B2B & B2C brands, 27 ecommerce, 13 ad networks, 8 publishers, 9 promotional partners & 43 managed team members (contracted, exempt, designers, juniors, interns).**

### - SKILLS AND ACCOMPLISHMENTS -

- **Brand Symmetry:** Communicating and establishing *consistent messaging* among workflows and mediums
- **Analyze Challenges:** Provide UI, VA, and UX *design solutions* using strategy and creativity with CX and Authors
- **Front-end Web Design:** *Improve deliverables* with responsive functionality, modern navigation, AEM, A/B testing
- **Technical:** *Design with* WordPress, Adobe Experience Manager, Magento, Joomla, Webflow, UI/UX interactivity
- **Light Skills:** Implementing coded designs with HTML5, CSS3, animating 3D, video editing, JQuery, JavaScript
- **Trends:** Sharing styles, techniques, and apps using *layout, color, typography, and emerging technologies*
- **Accomplishment:** Time Square displays, TV segments, Top 5's - 238% conversion growths

### - WORK HISTORY -

*Leroy Design & Digital, [Portfolio](#), CA & NC - Senior Graphic Web Designer (1/07 - present)*

*Improving company image* with new or improved designs for responsive microsites and emails, promotional collateral, and interactive banners. *Contracts/freelance: Rayborn Luxe Home Sales & Design (Porsche Design, Michael Kors), OPI, Bella (Bliss, Skinceuticals, Laura Mercier), BGreen Foods, Legere Pharmaceuticals, Southern California Electric, Leaskou - Better Homes and Gardens Real Estate.*

*Asset Marketing Systems, [AssetFmo.com](#), San Diego - Digital Designer (1/17 - 7/18)*

*Increased marketing options* for insurance producers with a redesigned portal that delivers powerful tools, strategies, collateral, and advice designed to *help build sustainable and profitable businesses.*

*MarineSync SaaS, [MarineSync.com](#), San Diego - Lead Creative (6/15 - 4/16)*

*Increased site traffic* by implementing Joomla and WordPress interactive landing pages while optimizing metadata, styles, load times, and images. Improved XML sitemaps and verification tags to *increase exposure* in Google and Bing directories. Created product housing templates with a high-quality print material that I sourced from local vendors - *still saving money four years later. (Web Manager)*

*The Lambesis Agency, [Info](#), San Diego – Digital/Interactive Project Manager (5-7/14, 4-6/15)*

*Established a deeper emotional and cultural connection* with consumers for the iconic brands *Fuze, Dasani, Gold Peak, SkinMedica, Physician's Formula, Honest tea, Primal Wear and Wella*. Produced and delivered an organized development of optimized SEM, SEO, and SMO media campaigns (Search Engine Marketing, Search Engine Optimization, Social Media Optimization), and ran interactive media on the *ad networks of: Mode, Undertone, Thinknear, Pandora, Kargo, Xbox, Ibotta, PixFusion, Vessel, Hello World, Vevo, MediaBrix, My Coke Rewards, and Place IQ*. Standard, rich-media, expandable banners, and interstitial ad units were *promoted and published on Hearst, Glamour, Conde Nast, Yahoo!, Food Network, People, Real Simple and Google.*

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*Alternative Strategies, [AltStrategies.com](http://AltStrategies.com), San Diego – Lead Creative (11/12 -12/12)*

*Client work: Barleymash, Gingers, Uptown Tavern, Toscana Cafe, Lulu's Cafe, Sandbar Sports Bar & Grill, Bite Me, 2Good2B Bakery; received award-winning, full-service marketing of redesigned and updated responsive websites, branded emails and product packaging.*

*Smashbox Cosmetics, [Smashbox.com](http://Smashbox.com), Los Angeles – Senior Online Art Director,  
Manager of Web Design & Production (6/05 - 4/11)*

*Increased brand equity using value-added cross-promotions, interactive beauty pages, videos, and geo-targeted email campaigns for the fashion, makeup and photography brand that partnered with e-retailers Sephora, Ulta, Nordstrom, QVC, and Bloomingdales using promotional e-partners Allure, InStyle, Elle, Tokidoki, Tori Amos, Oprah, Self, and Mercedes-Benz Fashion Week. Accomplishment: QVC TV segments featuring my managed and designed products generated in excess of \$6 Million and was a top-five selling product within thirty days. Online conversion rates grew by 238% and 42% for the average order size.*

*Stila Cosmetics, [StilaCosmetics.com](http://StilaCosmetics.com), Los Angeles – Ecommerce Manager (10/03 - 4/05)*

*Extended the brand advertising to 69 countries, capturing 55,000 new subscribers in a 3-month period from implementing site-wide refreshes and targeted emails with e-retailers and syndicate sites.*

### **- VOLUNTEER WORK -**

*American Institute of Graphic Arts, [Aiga.org](http://Aiga.org), Charlotte (4/20 - 8/20)*

*Provided free web design services for [FeedingCharlotte.org](http://FeedingCharlotte.org)*

*Department of Defense, Federal Globe, San Diego (2019)*

*San Diego Leadership Council, San Diego (2019)*

*Linda Vista Town Council, [LindaVista.org](http://LindaVista.org), San Diego (2019)*

### **- PROFESSIONAL AFFILIATIONS -**

*American Institute of Graphic Arts, [Aiga.org](http://Aiga.org), USA – Designer Member (2008 – present)*

### **- EDUCATION AND PROFESSIONAL DEVELOPMENT -**

*Harvard University EDX online, Integrated Digital Media MicroMasters Certificate (9/2021)*

*Adobe & AIGA at SDSU School of Art & Design, WordPress Workshop Series, (2014)*

*Smashbox Photo Studios, Los Angeles, Below-the-line Photography Production*

*Smashbox Studios, Los Angeles, Improving Managerial Effectiveness with Versatility*

*Estee Lauder, Inc., New York City, Ecommerce Strategy, Gloss.com*

*University of California, Los Angeles, Interactive Web Design Workshops*

*Academy of Entertainment & Technology, Santa Monica College, Graphic & Web Design*

### **- CLIENT TESTIMONIALS -**

*"I've very much enjoyed working with Les at Michael Kors, Dior, Porsche Design, and now Better Homes and Gardens Real Estate. Know that with his expertise he would be an outstanding choice for anyone looking to build an online business."*

*- Jeff Rayborn, Sales Manager at Michael Kors, (Dior, Porsche Design), Realtor a Leaskou - Better Homes and Gardens Real Estate*

*"Les's digital work quickly earned the respect and confidence of our associates."*

*- Chris Bettes, Vice President at Twentieth Century Fox Television Distribution*