

lee queza

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objective

TO ACQUIRE A DIRECTOR POSITION AT AN AGENCY THAT ENCOURAGES CREATIVE GROWTH, STIMULATES POSITIVE CHANGE AND SEEKS ONLY THE SMARTEST OF SOLUTIONS.

experience

January 2007> present
THE LOOMIS GROUP_SENIOR ART DIRECTOR
San Francisco, California

Responsibilities include art direction, management, strategy and design of print, web, video and packaging projects and campaigns. Extensive experience in B2B and B2C marketing strategies, traditional marketing tactics and non-traditional viral and social networking opportunities.

Of Note

- _ Denon: Launched successful demand and lead gen campaigns for Networked Components, Blu-ray Players and Noise Canceling Headphones, consisting of multiple media touch points, advertisements, microsites, online advertising and emails
- _ Denon/Boston Acoustics: Created user generated, viral marketing campaign, the Makeshifters
- _ Intuit, Quickbooks: Redesigned B2C Welcome Kit package and on-boarding campaigns for new and old customers through multiple touch points
- _ SimpleTech/Fabrik: Art Directed award winning package redesign of complete suite of hard drive

Clients

- _ Boston Acoustics, Cisco, Denon, Hitachi, Intuit, Plantronics, Qualcomm, SimpleTech/Fabrik, Vizio, Verisign, Workday

March 2000 > October 2006
STOLLER DESIGN GROUP_SENIOR DESIGNER
Berkeley, California

Responsible for projects from inception to completion. Led meetings, pitched concepts, copy wrote, developed marketing strategies, project managed, oversaw press checks, art directed and above all created. Designed logos, annual reports, brochures, posters, advertisements, invitations, newsletters, clothing, web sites, micro sites and banner ads.

Of Note

- _ Samsung: Proposed and implemented redesign of Samsung Semiconductor collateral
- _ Lenovo: Created Lenovo confirmation package for the winter Olympics
- _ Kaiser Permanente: Redesigned Hank, Kaiser Permanente's internal magazine
- _ U.C. Berkeley: Introduced new design directive at U.C. Berkeley's Boalt Hall School of Law

Clients

- _ Samsung Semiconductor, Kaiser Permanente, U.C. Berkeley (Boalt Hall School of Law), Hewlett Packard, ODC (Oberlin Dance Company), CALHUM (California Council for the Humanities), Lenovo (IBM), Los Medanos College

design is the partnership
of passion and practicality
the skillful balance of
reality and creativity,
the thought that drives it

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March 2003 > June 2004

SITA WORLD TRAVEL COMMUNICATIONS AND PUBLICATIONS MANAGER
Encino, California

Responsible for the design and marketing of 3 departments within the company, tours, airlines, and online. Updated company identity and redesigned all collateral pieces. Developed marketing strategy with vice president to help boost sales 200%, which included budget management, creating press releases, conceptualizing, maintaining and establishing advertising campaigns and relationships.

December 2000 > December 2001

LUCAS FILM LTD. CONTRACT
San Rafael, California

Creating Photoshop collages and layouts for Star Wars II.

achievements

Awarded Marcom Award 2009
Awarded 2 Gold Addy Awards 2009
Awarded Platinum Creativity Award 2008
Awarded 2 Silver Addy Awards 2008
Published in Rockport's Business Graphics 2007
Published in Rockport's Logo and Letterhead Design 9 2005
Published in How Magazines Design Annual 2003
Published illustrations in nationwide magazine, Noodle.

education

Academy of Art University of San Francisco
BACHELOR OF FINE ARTS in Graphic Design

qualifications

Proficient in Creative Suite, Quark Xpress, Illustrator, InDesign, Photoshop, Dreamweaver, Fireworks, Flash, MAC, PC.

portfolio

Online
www.leequezadesign.com

Websites
<http://www.usa.denon.com/beyond/>
<http://usa.denon.com/boundless/>
<http://www.usa.denon.com/escape/>
<http://www.togonongallery.com>
<http://www.omgstudio.com>
<http://www.gyoie.com>
<http://www.hendricksonmethod.com/index.php>

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