

SOCIAL + CONTACT

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OVERVIEW

Leila is an Art Director with roots in philosophy and psychology and a focus on fashion, beauty, beverage, and wellness. Leveraging her refined aesthetic and background in the study of human behavior, Leila elevates brands through strategic and visually compelling storytelling.

FEATURED CLIENTS

Youth to the People, Calvin Klein, Soft Services, Still Here, Silvertooth, Altuzarra, Rachel Comey, The Elder Statesman, Hommegirls, Flamingo Estate, Hilma, Saie Beauty, Cero Magazine Hawaiian Tropics, Interior, Danielle Frankel, Target, Belvedere Vodka, (Alicia) Keys Soulcare, LoveShackFancy, Dune Suncare, Express, Old Navy, Anheuser-Busch, Variety Coffee



TOOLS + TECHNOLOGIES

Figma, Notion, Midjourney, Are.na, Indesign, Illustrator, Photoshop, Chat GBT

AWARDS

- (2023) **Special Kudos Award** CSS Design Awards, **Honorable Mention** Awwwards, **Best UX, UI, AND Innovation Design** CSS Design Awards, **Honorable Mention** Awwwards, **American Graphic Design Award** Graphic Design USA
- (2022) **Honorable Mention** Awwwards, **Digital Design Award** Graphic Design USA, **Special Kudos Award and Best UX, UI, and Innovation Design** CSS Design Awards, **American Graphic Design Award** Graphic Design USA, **Web Design Award** Graphic Design USA, **Top 25 Packaging of 2021 (#7)** The Consumer Packaged Goods Directory
- (2020) **Graphic Designer to Follow** Creative Boom
- (2018) **Graphic Design Student to Watch** Graphic Design USA

EDUCATION

-  **Foundation HTML and CSS**  
[SuperHi](#) • *Online Course 2021*
-  **Experimental Typography and Introduction to Motion Design**  
[Pratt School of Continuing Education](#) • *Night Class 2018-2019*
-  **Graphic Design**  
[Shillington Education](#) • *Certificate Program 2018*
-  **Philosophy and Psychology**  
[Pitzer College](#) • *Bachelors of Arts, Honors 2014-2017*

**Art Director and Designer**

Freelance • *Jan 2023-Present*

- Lead end-to-end creative processes for campaign and e-commerce shoots across fashion, beauty, beverage, and wellness industries.
- Combine creative direction with UI/UX expertise to deliver luxury e-commerce websites.
- Current clients: [Rachel Comey](#), [Still Here](#), [Soft Services](#).
- Collaborate with top agencies such as [Wedge](#), [Day Job](#), and [Human](#).



**Creative Director, [Cero Magazine](#)**

Part-Time • *Sept 2024-Present*

- Spearheads end-to-end creative processes, including campaign concepting, pre-production, and post-production.
- Responsible for leading creative in all shoots



**Art Director, [CASE Agency](#)**

Full-time • *Jan 2023-July 2024*

- Spearheaded end-to-end creative processes, including campaign concepting, pre-production, and post-production.
- Responsible for leading creative in client presentations.
- Managed three designers and supported them in goalsetting.



**Human**

Full-time • *3 years*

**Design Lead**

*2022-2023*

- Spearheaded comprehensive designs encompassing UX, UI, wireframes, and brand identity projects.
- Worked closely with the Creative Partner on art direction, strategy, and copywriting.

**Senior Web Designer**

*2020-2022*

- Responsible for concepting and designing all digital projects.



**Chandelier Creative**

Full-time • *2 years*

**Graphic Designer**

*2019-2020*

- Worked on an array of projects and clients including and not limited to packaging, digital, editorial, print, and campaigns.

**Junior Graphic Designer**

*2018-2019*