

Leann Aboudiab

Visual Designer

[linkedin.com/in/laboudiab/](https://www.linkedin.com/in/laboudiab/)

leannndesigns.com

leannaboudiab@yahoo.com

(916) 996-6678

Buffalo, NY 14217

Summary

- Senior PowerPoint Designer/ Visual Designer for the finance industry over the past 5 years.
- Designed investment presentations for highly confidential clients as an employee of Citigroup including pitch books, deal books, covers, templates, and infographics.
- Designed a variety of marketing materials, pitch decks, social media posts, and other conference material for iConnections, the world's largest capital introductions platform and La Hoja Capital Management.
- Designed and developed websites, presentations, logos, social media campaigns, and event/conference material.

Skills

- **Presentation Design**
Keynote, Google Slides, Microsoft PowerPoint
- **Graphic Design**
Photoshop, Illustrator, Premiere Pro, XD, InDesign, Figma

Education

- B.S. Communication Design from California State University, Monterey Bay

Experience

Bar Association of Erie County, *Buffalo NY*

Jan 2024 – Present

Marketing & Multimedia Designer

- Fully operate eriebar.org as well as create internal presentations for the bar association.
- Design and develop advertising for CLE courses including all social media imagery.
- Design and produce a variety of digital magazines and newsletters for members of the bar.
- Aid with email marketing campaigns and event design.

Leannndesigns.com, *Remote*

Aug 2018 – Present

Freelance Graphic, Web, & Presentation Designer

- Developing and managing websites for local businesses, designing branding packages for online stores, and creating presentations for consulting and marketing firms.
- Current projects include presentation design for Vexillum consulting and Artisan Talent to website management for buffalokicks.com.

M&T Bank, *Buffalo NY*

Sep 2023 – Jan 2024

Senior Data Visualization Analyst

- Utilize data visualization techniques to present financial information in a compelling and easy-to-understand manner.
- Create charts, graphs, infographics, and other visual representations to highlight key findings, trends, and insights.

La Hoja Capital Management, *Remote*

Mar 2023 – Jun 2023

Visual Designer

- Working along executives to develop brand standards and social media content.

- Designing graphics for internal departments such as infographics, branding collateral, pitch books, PowerPoints, and website content.

iConnections, Remote

Aug 2022 – Jan 2023

Graphic Designer

- Provided event graphic design for conferences, trade shows, seminars, festivals, fundraisers and more.
- Helping businesses develop event branding starting with a logo and carrying it throughout the overall event theme with compelling graphics and a professional design.

Citigroup, Buffalo NY

Feb 2021 – Aug 2022

PowerPoint Designer

- Designing a variety of marketing materials for global and IPO companies such as pitch books, deal books, covers, templates and infographics using Adobe applications on an advanced level.
- Construct a series of PowerPoints to be used for roadshows with various clients while maintaining client deadlines.

Business with Pleasure, Scotts Valley CA

Jul 2020 – Oct 2020

Print and Design Associate

- Worked within a small design firm that specializes in print design.
- Worked with large-scale clients such as the city of Scotts Valley by creating and printing signage, brochures, and promotional material.

CSUMB Undergraduate Research Center, Monterey CA

Feb 2019 – May 2020

Design and Outreach Student, Assistant

- Designed all promotional products for the Undergraduate Research Center.
- Created mobile programs for events, and designed posters, booklets, and merchandise. Created ads and controlled all social media accounts to promote research opportunities and internships.

Staples, Sacramento CA

Sep 2018 – Jan 2019

Print and Marketing Associate

- Responsible for cultivating relationships with customers that result in the opportunity to assess and provide copy and print solutions that exceed their needs.
- The Associate is tasked with managing multiple and competing priorities while providing outstanding consultative interaction, producing top-quality finished products and establishing an opportunity to build future business with the customer.

OCT Water Quality Academy, Sacramento CA

Jun 2018 – Sep 2018

Digital Design Intern

- Edited and created online classes from eight hours of footage using video editing software.
- Corresponded the chapters and videos tediously to create a cohesive video series for future engineering students at the academy