

# LEE ILEY GRAPHIC DESIGN

454 WEST 20TH STREET, NEW YORK, NY 10011 : T - 1 917 509 9902 : E - LEEILEY@ME.COM

## EXPERIENCE

### JANUARY 2007 - PRESENT

Since leaving WL2 in the Winter of 2007, I have worked as a freelance graphic design consultant, developing extensive packaging, retail and identity programs for Victoria's Secret, Bath & Body Works, Erbeviva, Irving & Fine, Bella's Confections, Life Time Brands, Sublime Music Studios and The Colorfield.

In the Spring of 2008 I was fortunate to collaborate with writer and design critic, Ralph Caplan, on a presentation book submitted to the Cooper Hewitt for the National Design Award's Design Mind Award, recognizing a visionary who has affected a paradigm shift in design thinking or practice through writing, research, and scholarship. The book highlighted a selection of Caplan's books, consulting projects and essays from his vast archive of work.

Since November 2009 I have freelanced at Keihl's for the holiday season and on a regular basis at Merkle + Partners.

### WL2 STUDIOS - NEW YORK, USA DESIGN DIRECTOR - JANUARY 1995 - 2007

As a Design Director for WL2 studios nyc, I was part of a team that specialized in the creation and implementation of design programs for leading retail brands.

Combining international market assessments and awareness, strategic brand positioning, and the art direction and production of comprehensive visual programs in areas of retail branding, primary and secondary packaging, collateral, advertising and multi-media, I was able to develop consistent, comprehensive and compelling image programs for :

Crabtree & Evelyn, C.O. Bigelow Chemists, Victoria's Secret, Express, Dean & DeLuca, Soma Intimates, Bath & Body Works, Keenan Duffy, Lancaster Group, Movado, New York Philharmonic, Polo Jeans Company, Sonia Kashuk, Lancôme, Yoichi Nagasawa and Erbeviva.

### EUROPEAN TEXTILE COLLECTION - NEW YORK, USA DESIGNER - JULY 1993 - JANUARY 1995.

European Textile Collection is a design studio specific to the textile print industry. Their collection is sold worldwide and is shown at all major trade shows.

My responsibilities as a designer included store and market analysis, trend predictions and print design.

## QUALIFICATIONS

- DESIGN DIRECTOR WITH EXPERTISE IN SPECIALTY PACKAGING.
- GARMENT MARKETING AND LABEL PROGRAMS.
- RETAIL PACKAGING AND BRANDING.
- PRINT AND DIRECT MAIL.
- STRONG CREATIVE AND CONCEPTUAL SKILLS.
- EFFECTIVE LEADERSHIP AND MANAGEMENT CAPABILITIES.
- PROFICIENT UNDERSTANDING OF TECHNOLOGY.
- UNDERSTANDING OF BRAND STRATEGY AND MARKET ASSESSMENT.

## EDUCATION

PLYMOUTH UNIVERSITY - SOMERSET COLLEGE OF ARTS  
TAUNTON - SOMERSET - ENGLAND  
Bachelor of Arts BA(Hons) - Textile Design - 1993

DUPPÉRRE COLLEGE OF FASHION AND APPLIED ARTS  
PARIS - FRANCE  
3 Month Cultural Program - 1991

THURROCK SCHOOL OF ART  
GRAYS - ESSEX - ENGLAND  
National Diploma - Art and Design, Art History - 1990

## TECHNICAL SKILLS

Fluent in Adobe Illustrator, Photoshop, Indesign, Logic Pro, Ableton Live, Propellerheads Reason, Apple iLife Suite.

Proficient in Final Cut Express. Apple Computers.

## PORTFOLIO

DIGITAL - WWW.LEEILEY.COM  
ANALOG - ON REQUEST.