

# BEJUSTDESIGN

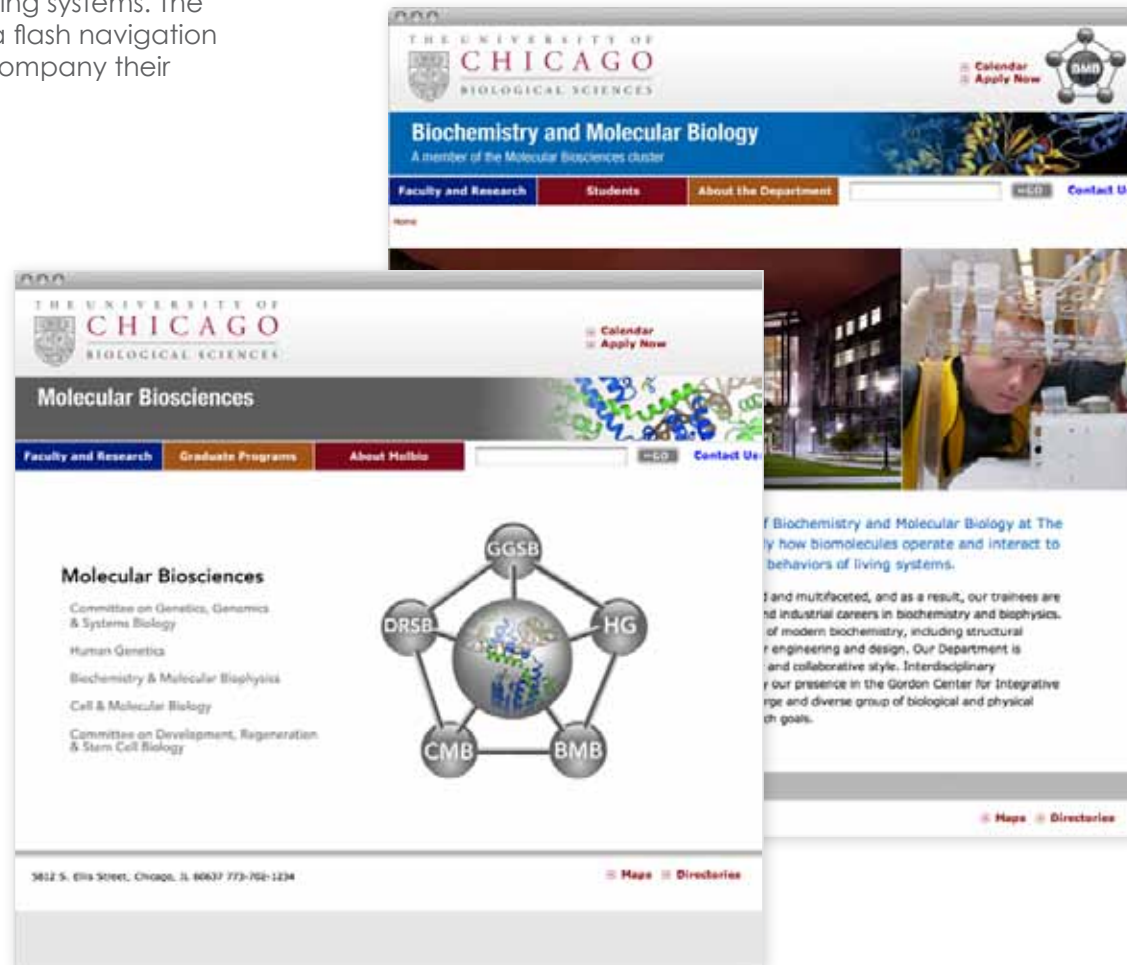


CHRISTOPHER LEAKE  
DESIGNSAMPLES

## University of Chicago | ONLINE FLASH NAVIGATION

The Biochemistry and Molecular Biology department is the study of how biomolecules operate and interact to drive the complex and diverse behaviors of living systems. The BMB department needed a flash navigation along with graphics to accompany their Molecular Biosciences links.

### Website Design & Graphics



## Tyco International | INTRANET WEB DESIGN

### Website Design & Graphics

Tyco needed a much more productive and centralized place to find information. Reference materials and information needed to be kept current and immediately distributed. Tyco employees needed to have the most current information at all times.

The Tyco intranet designed allows employees to quickly find information that isn't referenced often – they don't have to guess or say I don't know. Processes are completed more quickly and accurately as the work-flow is automated. Employee moral is improved through the use of online classified ads and an online suggestion box.





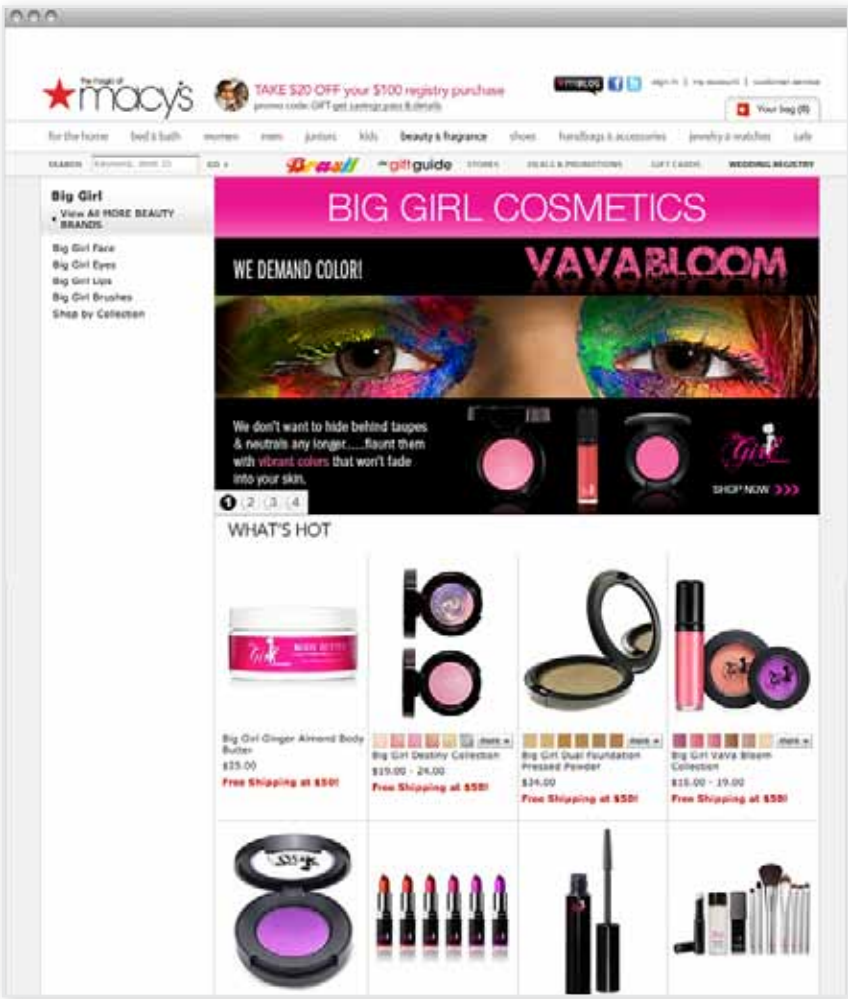
Mobile has increasingly become the default channel for consumers to access and engage with brands. PFGBEST decided that same level of service that characterizes their brand and other channels should be characterize in it's mobile efforts.

iPhone App Design



iPad App Design





Big Girl Cosmetics Bar & Spa provides a boutique spa experience for clients. They also provide the state of the art products in the cosmetic industry and offers beauty products that improve women's lives.

Art directed and designed the Big Girl Cosmetics Macy's campaign. The Macy's campaign consisted of web banner designs, in-store point of purchase graphics, display and poster designs, free standing signage and large billboards.



Web Banner Designs

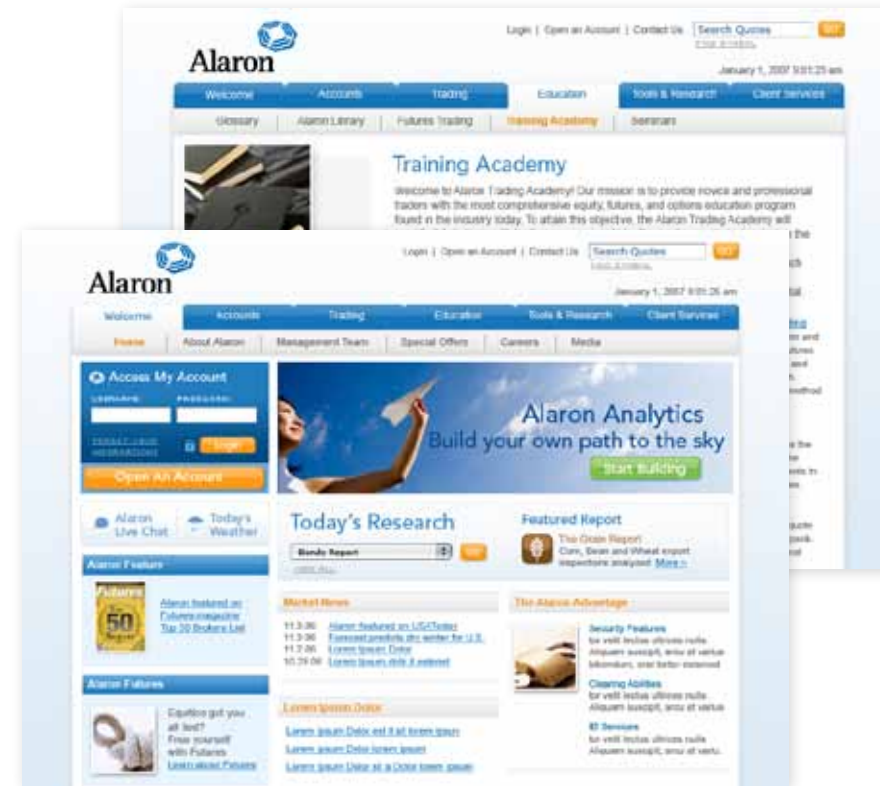




Alaron Trading Marketing that included magazine advertisements, website designs & redesigns, branding guidelines, outlook reports, online advertising and TV commercials.

Developed comprehensive direct response marketing and advertising plans to drive investors to Alaron. I focused on Alaron's ownable market niche, which was low prices, some of the best analysts & research, and partnerships with trading technologies. I developed frequency based print campaigns, targeted some of the biggest financial sites in the world and used multiple networks to achieve high reach and high frequency.

### Website 2007 Redesign



### Annual Outlook Reports



### Alaron Online Commercials





Website Design & Banner Ads

PFGBEST's website was redesigned to express a quality brand and to convey an up-to-date style. The new redesign included site-wide calls to action, landing pages, banner ads, embedded videos, photo galleries, and the company news blog highlight the facilities and services offered.



Project Osmosis needed a website that was well-designed, professional, and more efficient than their previous site. The new site needed to be able to present more information — such as photos, videos, student education, and reviews that influences students to learn more about Project Osmosis services.

Website Design





The New Zealand Mint and PFG Precious Metals, the official licensee of Nickelodeon, teamed together to create the set of 4 legal tender .999 silver bullion coins depicting the characters of SpongeBob Squarepants and his friends Gary, Patrick Star and Sandy Cheeks.

This campaign consisted of SpongeBob SquarePants coin designs, package design, website design, banner designs, email blasts and a PFG Best/SpongeBob Coin TV Advertisement on Nickelodeon. I was responsible for project management and art direction/design of the project. I worked closely with Nickelodeon reps to ensure their brand consistency throughout the project.

Website/Landing Page Design



Digital Magazine Ads



Online Banner Designs (Google Standard)



Aisha Adair is a Chicago based R&B artist. After singing for Jive Records for four years and countless singing dates, including R. Kelly's TP2.com tour, Showtime at the Apollo and the Legendary Soul Train, Aisha decided that it was time to venture out as a solo artist.

An electronic press kit (EPK) is a press kit equivalent in electronic form. An EPK usually takes the form of a website or e-mail, though they are also known to exist in CD and DVD form. In this case, I created a website EPK. Aisha Adair's EPK featured CD artwork, a bio, audio clips, videos, photos, press, downloads and social media links.

CD Cover Design



Website Design





Each One Teach One literacy empowers youth and adults to gain access to, and excel in careers in the global economy.

I created a Logo and brand identity design project for. Following the philosophy of the African Proverb, “Each One Teach One,” it was important to illustrate one teaching another.

In the logo you'll see a graduate teaching a child. The book represents learning from different subject areas. These areas could include english, mathematics, the sciences, and more.



Letterhead & Business Cards



[ freelance experience ]

**BeJust Design**  
Creative Director 1998 - Present

Responsible for delivering strategic communication solutions that help clients attain their marketing and communications objectives. Listening, asking, hearing, prioritizing and translating client situations, marketing goals and information into strategic brand concepts. Designed print and web materials for the University of Chicago, Jive Records, Salon Fluxx, NBMBA Association, Archeworks, ArtSpace, Urban Guerrilla Engineers, Oculus Development, Each One Teach One Literacy and Project Osmosis.

[ work experience ]

**Peregrine Financial Group**  
Senior Art Director 2009-2012

Responsible for the conception, design, and execution of visual marketing materials for integrated, cross channel initiatives including: online advertising, large web initiatives and digital marketing. Art directed photoshoots and marketing promotions. Negotiated contract services and maintained vendor relationships.

**Alaron Trading**  
Senior Designer/Art Director 2006-2009

Planned and designed marketing initiatives. Projects included designing websites, landing pages, designing monthly ad layouts for Futures Magazine, creating trade show materials, direct mail pieces, email blasts, and other marketing materials.

**Westwood College**  
Senior Design Instructor 2002-2006

Taught and managed intense ten-week courses involving art, design and conceptual thinking. Reviewed and helped author courses in art and design. Responsible for training and managing new faculty. Ensured that teaching design and methods were in compliance with the educational standards and regulations of the design department.

**ITT Technical Institute**  
Design Instructor 2004-2005

Instructed college students in the School of Drafting and Design. Taught the visual communication courses. Courses Taught: Digital Type and Image Manipulation, Graphic Illustration, and Graphic Design for the Web.

**Squad Company**  
Lead Designer 2001

Developed project timelines and worked on tight schedules to produce top quality work for retail environment graphics for BP (British Petroleum), Wild Bean Café and Subway. Responsible for budget awareness for each individual piece of work designed. Ensured the quality of individual work within a project and that of the design team.

**KBA Marketing and Advertising**  
Graphic Designer 2000

Worked as a production artist creating quarter page ads. We specialized in on-premise marketing at restaurants, bars and clubs. Created nightlife ads, for entry into newspapers and magazines in Texas and New York.

[ computer skills ] Mac/PC

Adobe Creative Suite CS6  
Microsoft Office

[ languages ]

HTML 5  
CSS 3  
ActionScript

[ education ]

**Illinois State University**  
Bachelor of Fine Arts Degree  
Major: Graphic Design

[ contact ]

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