

LESLIE BUKER

ASSOCIATE DESIGN DIRECTOR

Seattle, WA

Leslie won her first advertising award at the age of 7 - First Place Statewide for the AAA Bike Safety Poster Contest. Her art direction of the line, "Use Your Head, Wear a Helmet" was not only applauded by many, but also won her a \$75 gift certificate to Pizza Hut.

Currently, Leslie is an Associate Design Director at POP. As the creative lead on the Target account, she directs teams of designers and writers creating digital and social campaigns for the retail giant. This includes briefing teams, leading brainstorm sessions, editing copy, directing design and selling the work. She also maintains the tools and assets for the account, on-boards all creatives and manages freelance talent as needed.

LeslieBuker@gmail.com
office

Experience

Associate Design Director

POP

As the Associate Design Director and creative lead on Target, I direct teams of creatives in the concept and execution of webpages, digital placements, and social campaigns. This involves interacting with clients, distilling feedback and briefs to the team and providing creative direction including designs, wireframes, concepts and guidance with copy. I'm also responsible for managing and mentoring team members to help them do their best work and maintaining all creative assets.

Seattle, WA
Oct 2015 - Present

Freelance AD

POSSIBLE

Seattle
May 2015 - Oct 2015

Art Director

Seattle, WA
Jun 2008 - May 2015

Publicis Seattle

During my 7 years at Publicis, I conceptualized and produced a variety of large 360 degree campaigns for clients including T-Mobile, Les Schwab and American Girl. These campaigns included tv, print, out of home, digital, social and several pieces that don't fit easily into a category. I also directed designers and junior creatives in the development of campaigns and gained extensive experience presenting work and selling ideas to rooms full of clients.

Art Direction Intern

Chicago
May 2007 - Aug 2007

Y&R Chicago

Education

M.S. Mass Communications, Art Direction

Richmond, VA
Aug 2006 - May 2008

VCU Brandcenter

B.A. Psychology & Anthropology

Charlottesville, VA
Aug 2003 - May 2006

University of Virginia

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