

# LESLIE BUKER

ASSOCIATE DESIGN DIRECTOR

Seattle, WA

[LeslieBuker@gmail.com](mailto:LeslieBuker@gmail.com)  
office

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.

In 2008, Leslie joined Publicis Seattle where she spent 7 years art directing campaigns for T-Mobile, Les Schwab, American Girl, Ball Park, Washington's Lottery and other clients. From commercials to Vine campaigns and banner ads, Leslie specializes in stretching a big idea across multiple touchpoints.

In 2015, Leslie joined POP as an art director before advancing to the role of Associate Design Director on a fast-paced, high volume digital account for Target. There, she leads teams of designers and writers in the creation of brand experiences on [target.com](http://target.com) and all digital and social media that points to those experiences. Her duties include 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 guides the team by making sure everyone has what they need to do their best work.

Experience

Associate Design Director

Seattle, WA  
May 2015 - Present

## POP

As the Associate Design Director and creative lead on Target, I lead 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 maintaining the tools and assets for the account, on-boarding all creatives and guiding the team by making sure everyone has what they need to do their best work.

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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.

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Art Direction Intern

Chicago  
May 2007 - Aug 2007

## Y&R Chicago

Student Worker

Richmond, VA  
Aug 2006 - May 2008

## VCU Brandcenter

Website Janitor.  
Adobe Creative Suites Hand-holder.

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Designer

Orlando, FL  
Jun 2005 - Present

## Scooter's Novelties

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Research Assistant, Print and Video Production

Charlottesville, VA  
Jan 2005 - May 2006

## Child Study Center

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Adrenaline Film Project - Official Film Selection

Charlottesville, VA  
Apr 2006

## Virginia Film Festival

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Carnie

Orlando, FL  
May 2003 - Aug 2004

## Quick Finish Media

### Education

M.S. Mass Communications, Art Direction

Richmond, VA  
Aug 2006 - May 2008

## VCU Brandcenter

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B.A. Psychology & Anthropology

Charlottesville, VA  
Aug 2002 - May 2006

## University of Virginia

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