

LESLIE ANNE MONTGOMERY

SENIOR GRAPHIC + UX/UI DESIGNER · BRAND · VISUAL · DIGITAL

PROFESSIONAL SUMMARY

Senior Brand & UX/UI Designer with 20+ years shaping cross-channel systems across brand identity, visual design, UX/UI, and front-end development. I create scalable, human-centered solutions that balance clarity, craft, and systems thinking across every format, industry, and constraint.

From 2024–2025, completed McMaster University's Full-Stack Web Development diploma (Honours), expanding expertise in UX/UI, Design Thinking Methodology, and front-end and back-end development.

CORE SKILLS

Adobe Creative Cloud: *Expert:* Photoshop | Illustrator | InDesign | Acrobat Pro
Proficient: Premiere Pro | Premiere Rush

Visual + Brand Design: Typography | Colour theory | Brand identity systems | Packaging | Large format and signage | Layout systems | Canva

UX/UI + Product Design: Figma | Miro | Wireframing | Prototyping | Design systems | User personas | Journey mapping | Design Thinking Methodology | WCAG AA/AAA | AODA compliance

Web + Development: HTML | CSS | JavaScript | Node.js | SQL | WordPress | SEO | Framer | Wix

AI-Integrated Workflows: Adobe Firefly | Claude | ChatGPT | Microsoft Copilot (ideation, generative imagery, research, copywriting, workflow acceleration)

Print + Pre-Press: Trapping | Imposition | Colour correction | Dieline creation | Preflight | Lithographic | Flexographic | Screen Printing | Large format + digital presses

Project Management: Asana | Basecamp | Vendor sourcing | Mentoring | Budget oversight | Cross-functional team leadership | Workflow coordination | Google Workspace

PROFESSIONAL EXPERIENCE

Design Manager · Lombardi Media Corporation, Toronto, ON 2006–2023

- Designed and delivered integrated brand systems across health, wellness, and financial markets, strengthening cross-channel consistency and elevating print, digital, packaging, and campaign performance.
- Developed responsive HTML ads, landing pages, and email campaigns focusing on usability, accessibility (WCAG/AODA), SEO, and user engagement. Managed content in WordPress.
- Rebuilt catalogues and magalogs using UX and accessibility principles, improving navigation clarity and increasing visibility of key calls-to-action.
- Designed and directed high-performing magalog campaigns reaching 30,000+ households per send for eight consecutive quarters.
- Produced press-ready and digital assets including colour correction, dielines, and imposition, ensuring accuracy and consistency across lithographic, flexographic, and digital outputs.
- Led cross-functional collaboration with designers, writers, photographers, and printers; managed a team of four designers including hiring, onboarding, and performance reviews.

- Promoted from Graphic Designer to Design Manager within two years, recognizing leadership, design quality, and operational impact.

Graphic Project Manager · Xerox Canada, Toronto, ON 1999–2006

- Designed brand and communications materials including brochures, catalogues, presentations, signage, branding kits, and logos for in-house managed enterprise clients.
- Served major clients including Bell Mobility, Deloitte, Cisco, Ontario Bar Association, and Canadian Tire, ensuring alignment with corporate brand standards and business objectives.
- Coordinated photoshoots, attended press approvals, sourced vendors, managed budgets, and collaborated with advertising agencies while maintaining project timelines.
- Advised clients on materials, print specifications, and production methods to improve efficiency, consistency, and cost-effectiveness.
- **Received award from Xerox President's Office and recognition for exceeding revenue targets; promoted from Senior Designer to Project Manager within three years.**

Senior Graphic Designer + Pre-Press · Hayes Lithography, Richmond Hill, ON 1998–1999

- Designed magazines, catalogues, brochures, packaging, signage, and vehicle graphics in a high-volume commercial print environment.
- Prepared press-ready files: colour correction, imposition, dielines, and prototypes.

Senior Graphic Designer · Food Supplies Distributing Inc., Toronto, ON 1994–1998

- Established the company's first in-house design department, including studio setup, equipment selection, workflow processes, and brand guidelines.
- Designed an annual 200-page product catalogue, logos, packaging, signage, direct mail, trade show materials, retail POS, and magazine ads.

VOLUNTEER EXPERIENCE

Graphic Designer · Storm Authority Inc. 2014–2018

- Designed logos, vehicle graphics, promotional materials, and social media assets for a volunteer weather service staffed by off-duty Environment Canada meteorologists.

EDUCATION + CREDENTIALS

McMaster University, Continuing Education

Undergraduate Diploma – Full-Stack Web Development (Honours, Full-time), 2025

Front-End Development · Back-End Development · UX/UI Applications · Design Thinking Methodology

Honours Certificate – UX/UI User Experience and User Interface Design, 2025

Honours Certificate – Design Thinking Methodology, 2025

Honours Certificate – Back-End Development, 2025

Honours Certificate – Front-End Development, 2024

George Brown College – Creative Writing: Journeys in Writing (A+), 2024

Adobe Professional Certificate – Essential Skills in Premiere Pro, 2024

LinkedIn Professional Certificates – Figma Essential Training · UX Deep Dive: Analyzing Data

AWARDS + RECOGNITION

- Xerox – President's Office Award for Outstanding Performance, Creativity & Excellence
- Bell Canada – Creative Excellence in Market Impact Award
- OCNA Blue Ribbon Award – Creative Excellence & Market Impact