

Ava Leigh

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WORK EXPERIENCE

Ken Supply Co., Des Moines, IA — *Graphic Designer*

MAY 2024 - PRESENT

- Create apparel and social media designs using Adobe Suite.

Happy Home Coffee/Mars Cafe, Des Moines, IA — *Graphic Designer*

MAY 2024 - PRESENT

- Design menus, packaging, merchandise, and promotional graphics, strengthening brand identity
- Manage digital product visuals and marketing assets to maintain a cohesive online presence
- Helped develop a cohesive rebrand system, including a color palette and typography.

The Spruce (People Inc.), Des Moines, IA — *Social Media and Design Apprentice*

SEPTEMBER 2024 - MAY 2025

- Designed 200+ Instagram stories and social posts, generating top-performing content and driving traffic to The Spruce website
- Curated weekly Flipboard storyboards, boosting average impressions by over 100%.
- Streamlined content scheduling and organization for UGC and social campaigns using Dash Social and Slack.

Drake Mag, Des Moines, IA — *Designer*

OCTOBER 2022 - MAY 2025

- Designed 10+ editorial layouts and illustrations using Adobe Suite
- Created storyboards and visual concepts in collaborative sessions
- Collaborated with the Art Director to maintain brand voice, style, and editorial aesthetics across publications.

Urbain Plains, Des Moines, IA — *Art Director*

AUGUST 2024 - DECEMBER 2024

- Redesigned logo & brand suite, and led the art/web team.

EDUCATION

Byron High School (Byron, MN)

Bachelor of Arts in Journalism from Drake University: multimedia journalism and magazine media major, graphic design minor (Des Moines, IA)

SKILLS

Adobe Creative Suite
Branding
Editorial Design
Packaging Design
Social Media
Typography
Google Suite
Slack
Monday.com
Organizational Skills
Entrepreneurial Experience

AWARDS

Drake University Dean's List:
freshman - senior year

Drake University President's List: junior fall semester

LINKS

[Blog](#)

[Portfolio](#)

[LinkedIn](#)

EXHIBITED WORK

Etching Print: featured in the 52nd Annual Student Juried Exhibition at Drake University

Etching Print: featured in the 54th Annual Student Juried Exhibition at Drake University (received Honorable Mention in Printmaking award)

College story: [INSIDER](#)

