

Leann Aboudiab

Visual Designer

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leanndesigns.com

Buffalo, NY, 14217

Summary:

- Senior PowerPoint Designer/ Visual Designer for the finance industry over the past 5 years.
- Designed investment presentations for highly confidential clients as an employee of Citigroup including pitch books, deal books, covers, templates, and infographics.
- Designed a variety of marketing materials, pitch decks, social media posts, and other conference material for iConnections, the world's largest capital introductions platform and La Hoja Capital Management
- Helping businesses develop event branding starting with a logo and carrying it throughout the overall event theme with compelling graphics and a professional design.

Skills

- **Presentation Design**
Keynote, Google Slides, Microsoft PowerPoint
- **Graphic Design**
Photoshop, Illustrator, Premiere Pro, XD, InDesign, Figma

Education

- B.S. Communication Design from California State University, Monterey Bay

Experience

M&T Bank

Sep 2023 – Present

Senior Data Visualization Analyst

- Utilize data visualization techniques to present financial information in a compelling and easy-to-understand manner.
- Create charts, graphs, infographics, and other visual representations to highlight key findings, trends, and insights.

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Aug 2018 – Present

Freelance Graphic and Presentation Designer

- Developing and managing websites for local businesses, designing branding packages for online stores, and creating presentations for consulting and marketing firms.
- Current projects include presentation design for Vexillum consulting and Artisan Talent to website management for buffalokicks.com.

La Hoja Capital Management

Mar 2023 – Jun 2023

Visual Designer

- Working along executives to develop brand standards and social media content.
- Designing graphics for internal departments such as infographics, branding collateral, pitch books, PowerPoints, and website content.

iConnections

Aug 2022 – Jan 2023

Graphic Designer

- Provided event graphic design for conferences, trade shows, seminars, festivals, fundraisers and more.
- Helping businesses develop event branding starting with a logo and carrying it throughout the overall event theme with compelling graphics and a professional design.

Citigroup**Feb 2021 – Aug 2022****PowerPoint Designer**

- Designing a variety of marketing materials for global and IPO companies such as pitch books, deal books, covers, templates and infographics using Adobe applications on an advanced level.
- Construct a series of PowerPoints to be used for roadshows with various clients while maintaining client deadlines.

Business with Pleasure, Scotts Valley**Jul 2020 – Oct 2020****Print and Design Associate**

- Worked within a small design firm that specializes in print design.
- Worked with large-scale clients such as the city of Scotts Valley by creating and printing signage, brochures, and promotional material.

CSUMB Undergraduate Research Center, Monterey**Feb 2019 – May 2020****Design and Outreach Student, Assistant**

- Designed all promotional products for the Undergraduate Research Center.
- Created mobile programs for events, and designed posters, booklets, and merchandise. Created ads and controlled all social media accounts to promote research opportunities and internships.

Staples, Sacramento**Sep 2018 – Jan 2019****Print and Marketing Associate**

- Responsible for cultivating relationships with customers that result in the opportunity to assess and provide copy and print solutions that exceed their needs.
- The Associate is tasked with managing multiple and competing priorities while providing outstanding consultative interaction, producing top-quality finished products and establishing an opportunity to build future business with the customer.

OCT Water Quality Academy, Sacramento**Jun 2018 – Sep 2018****Digital Design Intern**

- Edited and created online classes from eight hours of footage using video editing software.
- Corresponded the chapters and videos tediously to create a cohesive video series for future engineering students at the academy