



# MIKE LEDDA

## DIGITAL ARTIST

315-794-5373

ledda.mike@gmail.com

www.mikeledda.com

## EXPERIENCE

### Digital Asset Coordinator - Gaylord Bros.

August 2013 - present

Researching, cataloging, and photo-retouching thousands of product images for implementation in an extensive ecommerce website selling over 18,000 unique products.

### Freelance Graphic & Web Designer

2011 - present

Developed small scale websites using HTML, CSS and JQuery for small businesses throughout Central NY. Site features included responsive design, extensive image galleries, cross-browser support, web standards, and S.E.O. code. Additional customer support such as Social Media integration and promotional graphic design was also provided on a per customer basis.

### Graphic & Web Designer - Fiberdyne Labs, Inc.

2010 - 2012

Responsible for creating LED billboard ads for hundreds of businesses across Central NY and meeting directly with clients to understand their budgetary, marketing, and stylistic needs. In addition I also designed both print and digital promotional assets (fliers, postcards, websites, HTML e-mails, etc.) and realistic concept art to help sell LED billboards to community colleges, insurance groups, auto retailers, furniture outlets municipalities, etc. Other duties included creating and managing training documentation on how to use patented LED sign content management software, conducting software training sessions and developing LED sign graphic templates.

### Adjunct Instructor - Mohawk Valley Community College

Spring 2012

Taught an introductory graphic design and digital photography course for a small group of freshman to junior year students. The course focused on using Adobe Photoshop as a photo manipulation and photo retouching program, the basics of digital photography on an array of subjects, and how digital photography can be used to enhance other digital media (web design, graphic design, textures, film, etc.).

### Bookstore Clerk & Webmaster - SUNY Institute of Technology

Summers of 2007 - 2010

Organized thousands of products for online sales using E-Follett online services; maintained and updated product information (descriptions, prices, etc.) online; assisted with in-store with book sales, shipping, and organization; provided constant customer service to both in-store and remote clients.

## TECHNICAL PROFICIENCY

**Operating Systems:** Windows 95, Windows XP, Windows 7 and OSX

**Adobe Creative Suite CS1-CS6:** Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Flash

**Microsoft Office Suite 97-2011:** Word, Excel, PowerPoint, Visio, Outlook

**3D Animation/Modeling:** Autodesk Maya 2008-2010, ZBrush R. 3.5

**Programming Languages:** HTML, CSS, JQuery, Processing

**Other Software:** Notepad ++, FileZilla, WinSCP

## EDUCATION

### Bachelor's Degree, Digital Arts and Sciences - Clarkson University

2006-2010

Graduated with Distinction

Cumulative G.P.A. of 3.275