

Leslie Nelson

Designer

La Quinta, CA
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<https://www.saraidesigns.com/>

EXPERIENCE

Production Artist + Graphic Designer

May 2025 – Current

Agua Caliente Casinos - Rancho Mirage, CA

- + Prepare accurate print-ready artwork and produce mounted posters on PVC and foam boards.
- + Execute templated and creative designs while upholding strict brand standards and ensuring visual consistency.
- + Manage multiple projects simultaneously in a fast-paced environment while meeting tight deadlines.
- + Utilize multiple software platforms including Adobe Creative Suite, Microsoft Office tools, and CiscoVision to support marketing operations.

Freelance Graphic Designer

May 2024 – Current

Hog Bros - Palm Desert, CA

- + Effectively collaborated with clients to ensure their needs and expectations were met for their business brand identity.
- + Conducted imagery and typography research to establish visual direction.
- + Designed high-visibility branding assets, including logo and vehicle decals to increase local brand visibility. As demonstrated in website portfolio.
- + Utilized Adobe Creative Suite

Lead Event Planner + Graphic Designer

September 2021 – November 2022

Interlude - Buena Park & Menifee, CA

- + Coordinated with the manufacturer, local businesses, and vendors to support event participation and grew social media engagement to promote fan event.
- + Oversaw on-site execution to ensure a positive guest experience
- + Designed event space and collateral items such as flyers, social media post, and products to be given to attendees.

SKILLS

Teamwork, Communication, Adaptability, Critical Thinking, Time Management, Problem Solving, Creativity, Adobe Creative Suite, Google Workspace, Microsoft Office, Brand Development, Guest Service, Visual Communication, Print Production

EDUCATION

California State University, San Bernardino – BA Design Studies 2024 (Cum Laude)

College of the Desert, Palm Desert – AA Design and Marketing 2022

