

Leigh Caruthers Prassel

2521 Azalea Terrace, Fayetteville, AR 72703
479-251-1957
leigh@caruthersdesign.com

Freelance Graphic Designer

Fayetteville, AR
May 2007-present

Self-employed graphic designer working mainly for units within the University of Arkansas such as the College of Engineering, Honors College and the Department of Mathematical Sciences. Other clients have been the Crystal Bridges Museum of American Art, Arkansas Cancer Coalition, Trio's Restaurant and Ropa. Materials produced have included brochures, magazines, mailers, logos and invitations.

University Relations at the University of Arkansas

Fayetteville, AR
June 2001-May 2007

Manager of Marketing and Advertising

An award-winning designer who created, produced and managed all aspects of the university's most important publications including the Alumni Association's magazine *Arkansas*. Responsibilities included planning of publications; creation of illustrations both photo and traditional; conceptualization; page layout; production management; coordination with printing vendors; photo manipulation; and maintaining relationships with clients.

Graphic Designer

Created and managed university print and web publications. Responsibilities included planning of publications; creation of illustrations both photo and traditional; page layout; production management; coordination with printing vendors; photo manipulation; and building relationships with clients.

Northwest Arkansas Times/Arkansas Democrat-Gazette

Fayetteville, AR
September 1997-June 2001

Graphic Designer/Advertising Department

Designed client ads for retail, tabloid and classified sections; created promotional ads, flyers and sections; coordinated with other newspapers and agencies; trained new employees; worked with paste-up and pre-press preparations; worked closely with advertising representatives and clients; worked with the *Times* editorial staff and Little Rock composing staff.

Weekend Editor/Editorial Department

Organized weekend news stories; supervised page designers, reporters and photographers; edited copy; laid out pages for the daily and special sections; prepared stories for the Web site; worked with advertising to begin pagination process; sent out commercial jobs printed by the *Times*.

Page Designer/Editorial Department

Laid out pages for the daily newspaper as well as weekend and special sections; decided on wire stories that were to be used; worked and manipulated photos; created art for special and advanced sections; supervised and trained new employees; worked with reporters and photographers on special projects; prepared stories for the Web site.

Air Transport International

Little Rock, AR
August 1996-September 1997

Assistant Technical Writer

Formatted technical data to be incorporated into company aircraft manuals; scanned, cleaned up and consolidated schematics for company aircraft manuals in accordance with the FAA standards; entered manual revisions; maintained accurate revision master files and maintained manual records of company aircraft manuals; assisted the Manager of Records and Publications and the Supervisor of Publications. Promoted to this position from entry level job as Records Clerk.

Awards

Bronze Quill Award 2007 - Arkansas Alumni Magazine

Special Merit - Alumni Magazines

2005 Case District III Advancement Awards Program

Award of Excellence - Annual Reports

2005 Case District III Advancement Awards Program

Award of Excellence - Design for Print

2004 Case District III Advancement Awards Program

Award of Excellence - Annual Reports

2004 Case District III Advancement Awards Program

Third Place Division II - Page Design

the Associated Press Managing Editors Association of Arkansas 1999

Education

Bachelor of Arts in French, June 1996

Minor in history

Hendrix College, Conway AR

International Experience

Group Study Exchange Rotary International

Professional Exchange to France, March 2000

Hendrix at Oxford/Oxford Overseas Study Course

Exchange Student to Oxford University, England 1995-1996

American Field Service

Exchange student to Brussels, Belgium 1990-1991

Language Skills

| Fluent in French - reading, writing, speaking and comprehension

Computer Skills

CS5:

Adobe Photoshop

Adobe Illustrator

Adobe InDesign