



GIOVANNI LEONE

DESIGNER

HOME

Louisville, CO

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AWARDS & HONORS

National Magazine Awards Finalist [2016]

Finalist for Backpacker's PlayList Section

Golden Addy Award [2015]

Won gold under Collateral Material category

Dean's List at RIT [2012 - 2014]

Honored for GPA of 3.4 of greater

EDUCATION

Rochester Institute of Technology

BFA in Graphic Design 2015
GPA: 3.71

EXPERIENCE

ASSISTANT ART DIRECTOR AT BACKPACKER

Active Interest Media

Boulder, Colorado [June 2015 - present]

Design departmental front of book sections & feature articles
Create interactive iPad & iPhone versions of magazines
Support the marketing department by creating sales materials

OUTDOOR GROUP ART INTERN

Active Interest Media

Boulder, Colorado [Summer of 2014]

Designed spreads for Backpacker, Climbing, National Park journals, etc.
Created interactive iPad versions of magazines
Contributed to redesign of National Park journals

PRODUCTION FOR EDITORIAL DESIGN

RIT Positive Negative Magazine

Rochester, New York [Fall of 2014]

Worked as lead production designer establishing & maintaining a relationship with Printing Applications Lab

LEAD DESIGNER

RIT Sustainability Department

Rochester, New York [2012 - 2014]

Designed print, web, & environmental pieces to promote sustainability
Contributed to branding system of R3@RIT
Created labeling system for Zero Waste & other receptacles

Founder & Lead Designer

Revival Klothing

Branding my own clothing company
Creating relationships with clients, manufacturers, & other artists
Building reputation & awareness on social media

PROGRAMS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Dreamweaver
Adobe AfterEffects
TypeTool
Font Lab
SketchUp

SKILLS

Branding
Type Design
Packaging
Calligraphy
Painting
CSS & HTML
Photography
Animation

FREELANCE

Kokopelli Packrafts
Nick Cote Photography
Fiori Di Sheri
Monzu
Zenn Cannabis Delivery
Blogordieph
RI Medibles
Kendrick Instrumentals

